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## The Impact Of Influencers Trust In Shaping The Purchase Decisions Of Cosmetic Products Among Working Women In Coimbatore City

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### ABSTRACT

In today's digital landscape, social media influencers play a pivotal role in shaping consumer perceptions and purchase decisions. This study titled "*The Impact of Influencers' Trust in Shaping the Purchase Decisions of Cosmetic Products among Working Women in Coimbatore City*" explores how the trustworthiness of influencers affects cosmetic buying behaviour among working women. A structured questionnaire was distributed through Google Forms to 15 respondents, and data were analyzed using percentage analysis, Chi-square, ANOVA, and correlation techniques. The findings reveal that while occupation significantly influences the frequency of cosmetic purchases, income level does not determine brand preference. Furthermore, trust in influencers is not related to online shopping frequency. Key trust factors such as authenticity, clarity, knowledge, and transparency were found to be interrelated and crucial in building influencer credibility. The study concludes that influencers who maintain honesty and transparency can effectively influence consumer decisions, emphasizing that trust is the cornerstone of successful influencer marketing in the cosmetic industry.

**Keywords:** Influencer Marketing, Trust, Purchase Decision, Working Women, Cosmetics, Social Media, Consumer Behaviour.

### INTRODUCTION

In the modern digital world, social media has transformed into one of the most powerful platforms for communication, interaction, and marketing. Among the various strategies adopted by businesses, influencer marketing has gained remarkable importance as influencers have the ability to connect with audiences on a personal level. Through product reviews, tutorials, and lifestyle endorsements, influencers create a sense of authenticity that often shapes consumer perceptions and buying behavior. The cosmetic industry, in particular, has embraced this approach, as cosmetics are closely linked to beauty, self-confidence, and professional identity. For working women, cosmetics are not just luxury items but also essentials that help in enhancing personal presentation and confidence in professional and social environments.

In cities like Coimbatore, where social media usage is expanding rapidly, working women are frequently exposed to cosmetic promotions by influencers across platforms like Instagram, YouTube, and Facebook. However, not every endorsement translates into a purchase decision, as consumers carefully evaluate the credibility, reliability, and trustworthiness of the influencer. This makes “trust” a key factor in determining whether influencer-driven promotions succeed or fail. Despite the growing popularity of influencer marketing, limited research has been conducted to specifically understand how much trust in influencers actually shapes the purchasing decisions of working women in Coimbatore’s cosmetic market. Therefore, this study aims to bridge that gap by examining the impact of influencer trust on cosmetic purchase behaviour, providing meaningful insights for both marketers and consumers.

## STATEMENT OF THE PROBLEM

In today’s digital era, social media influencers have emerged as powerful voices shaping consumer perceptions and purchase intentions. Cosmetic brands, in particular, rely heavily on influencers to promote their products to a wide audience. However, the credibility and trustworthiness of these influencers play a critical role in determining whether consumers actually make a purchase. Working women, who are frequent users of cosmetic products, are exposed to a constant stream of influencer-driven promotions, yet their buying decisions may vary depending on the level of trust they place in these influencers. In Coimbatore City, where social media usage is rapidly growing, it becomes important to understand how trust in influencers impacts cosmetic purchase behaviour. This study seeks to explore this relationship to provide insights for both marketers and consumers.

## OBJECTIVE OF THE STUDY

- To examine the trust in social media influencers that affects the purchase decisions of consumers

## REVIEW OF LITERATURE

**Surbhi Jain and Ritu (2025)**, revealed the impact of influencer on consumer buying behaviour in the beauty industry. The researchers used a structured questionnaire which was collected from 200 respondents and secondary data was also collected through internet, and journals. The data was analysed using correlation analysis and regression analysis which states that trust in influencers and confidence in purchase are the most crucial factors in driving consumer behaviour in the beauty industry.

**Subitha and Meena Suganthi (2024)** in their paper have explored the significant effect of influencers on brand perceptions and buying behaviour among young women in Kerala which examines the importance of authenticity and trust in influencer-follower relationships and the evaluation of the genuineness of recommendations versus sponsored content through structured online survey collected from 200 respondents. Tools like chi-square and Anova are used in the study which reflects that, influencers' recommendations strongly influence purchase decisions and suggests a dynamic interplay between influencer credibility, peer influence, and engagement frequency, each profoundly shaping consumer behaviour.

**Rajshree Shekhawat (2024)** in her study investigated impact of Instagram influencers on consumer behaviour that focuses the influence of Instagram influencers shaping buying decisions, brand loyalty, and consumer preferences. The study aims to understand the underlying mechanisms through which influencers affect purchasing decisions and build brand loyalty. A survey was conducted and data was collected from 300 respondents and analysed using statistical methods, correlation and regression analysis. The study revealed that Instagram Influencers help foster brand loyalty by consistently promoting brands, it significantly shapes consumer buying decisions by leveraging their credibility and perceived authenticity and consumers are more likely to purchase products recommended by influencers they trust.

**Xin Zhao, Zhiyan Xu and Zichang Li (2024)** in their study has discussed the influencer’s attributes and customer purchase intention which aims aim to investigate the impacts of influencers’ attributes on customers purchase intention from the perspective of attitude toward brand. Data were collected from 233 customers in China through a structured questionnaire and were analysed using SPSS tool and Cronbach’s alpha test. Their findings indicate that the influencers’ credibility and attractiveness increase purchase intention directly and customer brand attitude plays a mediating role in the relationship between the influencers’ attributes (attractiveness, credibility, and interactivity) and purchase intention.

**Zirva Azmat, Zahid Yousaf and Mehmood Ahmed (2024)** in their study has investigated the influence of social media influencers on the purchasing decisions of youth, focusing on emotional and rational aspects such as attractiveness, credibility, and message content and the influence of these aspects of youths' purchasing decisions. The Data was collected through a well-structured online survey questionnaire from 556 respondents and were analysed using chi-square test. The results of their study were social media influencer marketing significantly affects youth purchasing decision it also highlights that e motional connections and trust in influencers emerged as crucial factors, with influencers' attractiveness and credibility significantly influencing purchase intentions.

## RESEARCH DESIGN

The research design is used to get information about the trust in social media influencers that affects the purchase decisions of cosmetic products among working women in Coimbatore City. A structured questionnaire is designed and distributed through Google forms. The data is collected from 15 respondents.

## SOURCES OF DATA

**Primary data:** A structured questionnaire is framed and data were collected via Google form. The study uses original data for research.

**Secondary data:** The data is collected from Articles, Newspaper, Journals, Websites and other research.

## TOOLS USED

- Percentage analysis
- Chi-Square analysis
- Anova
- Correlation

## LIMITATIONS OF THE STUDY

1. The study is entirely dependent on the data collected via questionnaire.
2. The data of the study is limited to 15 respondents.
3. This study is restricted to Coimbatore city only.

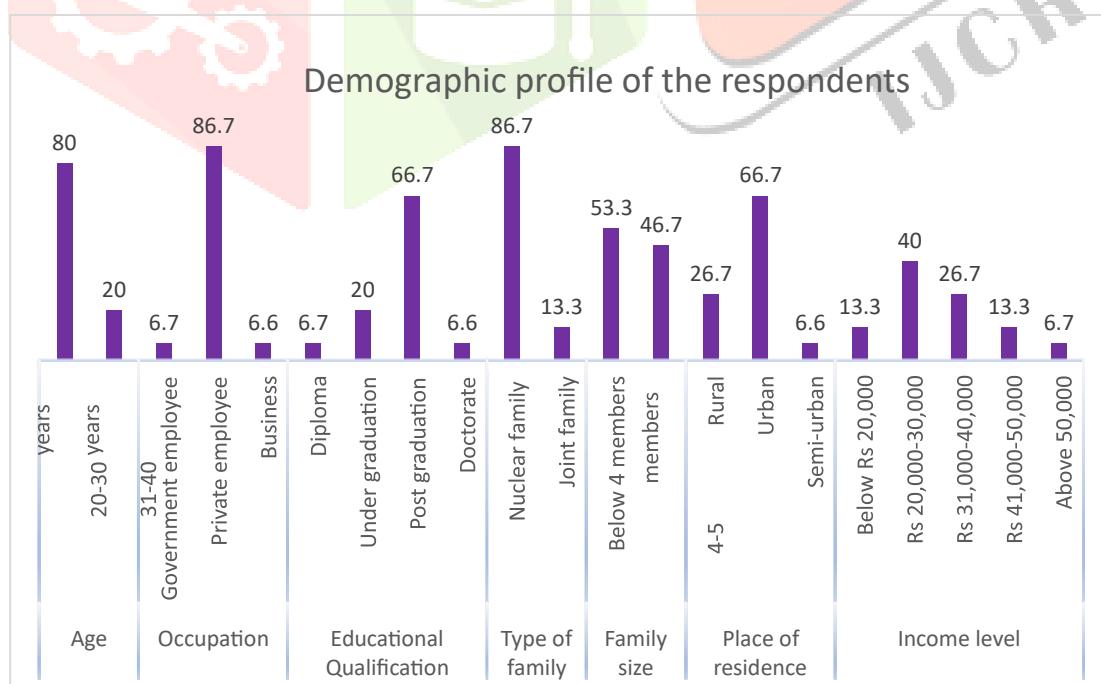
## ANALYSIS AND DATA INTERPRETATION

**PERCENTAGE ANALYSIS TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

S.No	Demographic profile	Category	Percentage
1	Age	20-30 years	80
		31-40 years	20
	<b>Total</b>		<b>100</b>
2	Occupation	Government employee	6.7
		Private employee	86.7
		Business	6.6
	<b>Total</b>		<b>100</b>
3	Educational Qualification	Diploma	6.7
		Under graduation	20
		Post graduation	66.7
		Doctorate	6.6
	<b>Total</b>		<b>100</b>
4	Type of family	Nuclear family	86.7
		Joint family	13.3

	<b>Total</b>		<b>100</b>
5	Family size	Below 4 members	53.3
		4-5 members	46.7
	<b>Total</b>		<b>100</b>
6	Place of residence	Rural	26.7
		Urban	66.7
		Semi-urban	6.6
	<b>Total</b>		<b>100</b>
7	Income level	Below Rs 20,000	13.3
		Rs 20,000-30,000	40
		Rs 31,000-40,000	26.7
		Rs 41,000-50,000	13.3
		Above 50,000	6.7
	<b>Total</b>		<b>100</b>

**Table 1** shows that, 80% of the respondents are between 20-30 years and 20% of the respondents belong to 31-40 years, 6.7% of the respondents are government employees, 86.7% of the respondents are private employees and 6.6% of the respondents has business as their occupation, 6.7% of the respondents have completed diploma, 20% of the respondents have complete their under graduation, 66.7% are post graduates, 6.6% have completed doctorate, 86.7% of the respondents are from nuclear family, 13.3% of the respondents belong to joint family, 53.3% of the respondents' family size is below 4 members, 46.7% have 4-5 members in their family, 26.7% of the respondents are from rural area, 66.7% are from urban area, 6.6% are from semi-urban area, 13.3% of the respondents have an income level below Rs 20,000, 40% of the respondents have an income level between Rs 20,000 to 30,000, 26.7% of the respondents have an income level between Rs 31,000 to 40,000, 13.3% of the respondents have an income level between Rs 41,000 to 50,000 and 6.7% of the respondents have income level above Rs 50,000.



**TABLE 2: CHI-SQUARE ANALYSIS**

**Ho1:** There is no association between income level and the brand of preferred by the respondents.

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	42.500 <sup>a</sup>	40	.364
Likelihood Ratio	33.741	40	.747
N of Valid Cases	15		

**Table 2** displays that the table value is .364 which is greater than 0.05, so the null hypothesis is accepted. Hence there is no association between the income level of the respondents and brand preferred by them.

**TABLE 3: CHI-SQUARE ANALYSIS**

**Ho2:** There is no significant association between occupation and frequency of purchase.

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	15.865 <sup>a</sup>	4	.003
Likelihood Ratio	8.525	4	.074
N of Valid Cases	15		

**Table 3** shows that the table value is .003 which is less than 0.05, so the null hypothesis is rejected. Hence there is an association between occupation of the respondents and frequency of the purchase of the cosmetic products.

**TABLE 4: ANOVA**

**Ho1:** There is no significant difference between frequency of purchasing cosmetics online and trust in influencers

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.225	2	.113	.078	.926
Within Groups	17.375	12	1.448		
Total	17.600	14			

**Table 4** displays that the table value is .926 which is greater than 0.05 so the null hypothesis is accepted. Hence there is no significant difference between the frequency of purchasing cosmetics online and trust in influencers

TABLE 5: CORRELATION

**H<sub>01</sub>:** There is no significant relationship between influencers' trust factors (authenticity, knowledge, clarity, demonstration, visual presentation, transparency, and providing links) and each other or income level.

		INCOME LEVEL	AUTHENTICITY	KNOWLEDGE	CLARITY	DEMONSTRATION	VISUAL PRESENTATION	TRANSPARENCY	PROVIDING LINK
INCOME LEVEL	Pearson Correlation	1	.064	-.054	.000	.186	.223	.228	.197
	Sig. (2tailed)		.820	.848	1.000	.506	.425	.414	.482
	N	15	15	15	15	15	15	15	15
AUTHENTICITY	Pearson Correlation	.064	1	.767**	.824**	.645**	.640*	.832**	.627*
	Sig. (2tailed)	.820		.001	.000	.009	.010	.000	.012
	N	15	15	15	15	15	15	15	15
KNOWLEDGE	Pearson Correlation	-.054	.767**	1	.647**	.474	.662**	.484	.732**
	Sig. (2tailed)	.848	.001		.009	.074	.007	.067	.002
	N	15	15	15	15	15	15	15	15
CLARITY	Pearson Correlation	.000	.824**	.647**	1	.626*	.472	.554*	.662**
	Sig. (2tailed)	1.000	.000	.009		.013	.076	.032	.007
	N	15	15	15	15	15	15	15	15
DEMONSTRATION	Pearson Correlation	.186	.645**	.474	.626*	1	.635*	.733**	.499
	Sig. (2tailed)	.506	.009	.074	.013		.011	.002	.058
	N	15	15	15	15	15	15	15	15
VISUAL PRESENTATION	Pearson Correlation	.223	.640*	.662**	.472	.635*	1	.689**	.813**
	Sig. (2tailed)	.425	.010	.007	.076	.011		.005	.000
	N	15	15	15	15	15	15	15	15



TRANSPARENCY	Pearson Correlation	.228	.832**	.484	.554*	.733**	.689**	1	.403
	Sig. (2tailed)	.414	.000	.067	.032	.002	.005		.137
	N	15	15	15	15	15	15	15	15
PROVIDING LINK	Pearson Correlation	.197	.627*	.732**	.662**	.499	.813**	.403	1
	Sig. (2tailed)	.482	.012	.002	.007	.058	.000	.137	
	N	15	15	15	15	15	15	15	15

Table 5 shows that authenticity, knowledge, clarity, transparency, and other trust-related factors are highly correlated with one another, indicating strong positive relationships at the 0.01 and 0.00 significance levels. However, income level shows no significant correlation with these factors, proving that trust in influencers is independent of respondents' income.

### FINDINGS

- Most of the respondents are young working women between 20–30 years, employed in the private sector, and a majority are postgraduates belonging to nuclear families.
- A larger share of respondents come from urban areas, with varied income levels, though many fall within the ₹20,000–30,000 range.
- Occupation plays an important role in influencing how often cosmetics are purchased, as working status directly affects buying frequency.
- Income level does not have a major impact on brand preference, showing that brand choice is not dependent on earnings.
- Trust in influencers is not affected by how frequently respondents purchase cosmetics online, meaning online shopping habits and trust are unrelated.
- Factors such as authenticity, clarity, knowledge, transparency, and trust are closely connected and strongly influence the credibility of influencers.

### SUGGESTIONS

- Influencers should focus on presenting genuine reviews and authentic content to build trust among consumers.
- Transparency about sponsorships and collaborations is important to maintain credibility.
- Campaigns should be designed to connect with working women, as their occupation influences buying frequency.
- Since income does not affect brand choice, marketers should target consumers across all income groups.
- Consistency, honesty, and professionalism are key for influencers to build long-term trust with their audience.

## CONCLUSION

The study clearly shows that social media influencers have a strong impact on the cosmetic purchase decisions of working women in Coimbatore. Key factors such as authenticity, clarity, knowledge, transparency, and overall trust were found to be highly interconnected and play an important role in building influencer credibility. It is also observed that while occupation influences how frequently cosmetics are purchased, income level does not determine brand preference, which means that brand choices are guided more by trust in influencers than by financial status. Similarly, online purchasing frequency does not affect the level of trust, highlighting that influencer qualities matter more than shopping habits.

Based on these insights, it can be concluded that the effectiveness of influencer marketing in the cosmetic industry largely depends on the ability of influencers to maintain honesty, clarity, and transparency in their communication. For cosmetic brands, collaborating with credible influencers who provide knowledgeable demonstrations and authentic content can help strengthen consumer confidence and loyalty. Overall, the study reinforces that trust is the cornerstone of influencer marketing, and when built effectively, it has the power to strongly shape the purchasing behaviour of working women.

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