ANALYZING THE IMPACT OF SOCIAL MEDIA MARKETING INFLUENCER OVER SKINCARE PRODUCTS USING AIDA MODEL

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Abstract: The AIDA model (attention, interest, desire, and action) is used to analyze the influence of social media marketing influencers on skincare products. The analysis help to understand how influencers grab the attention through engaging the content. Then, it shows how they cultivate the interest by demonstrating product benefits and addressing skincare concerns. Next the study examines how influencers build the desire through positive product review and testimonials, potentially leading to action (purchasing the product and following the influencer) by the customer. For this descriptive research, the primary data was collected through a structured questionnaire and tested with the hypothesis. The variables like attention, interest, desire and action. The collected data is analyzed through Correlation analysis, Chi-square analysis and Mediation analysis. The sample size we have taken is 350. Out of 350 respondents collected, 13 respondents were rejected. So, the actual sample size considered is 337 for this study**.** The study concludes that attention, interest, desire and action have a positive outlook on purchase intention.

Keywords – Influencers, purchasing intention, social media, attention, interest, desire and action, Correlation, Chi-Square and mediation analysis.

1. INTRODUCTION

Social media marketing is based on communication tools that enables people to interact with one another by sharing and consuming information. The purpose of social media marketing is to present a business via social media and to use this as a way to convey a message to the potential customers. The main goal is about the promotion, the companies as well as individuals can find a lot of benefits from social media marketing. This study aims to analyse the impact of social media marketing influencers over skin care products using AIDA model. This study has targeted to explore how skincare influencers are using the AIDA model effectively in their social media content to achieve a successful promotion for a product. This study is conducted by using quantitative methods and also Mediation *analysis* to test the proposed framework. Social media influencers (individuals) who have a loyal following and are creating a significant impact on purchasing decisions. The research analyses the effectiveness' of influencer marketing in social media specially when combined with AIDA model, in promoting skin care product and also explores the customers who all are satisfied with purchasing the products that were influenced by the influencers

## 2. OBJECTIVES OF THE STUDY

- To evaluate the demographic variables (gender, age, and income) that influence the consumers toward social media influencing marketing.
- To evaluate the effectiveness of influencer marketing in capturing attention for skincare products.
- To investigate the effectiveness of influencer marketing in interest and desire for skincare products.

3. LITERATURE REVIEW

The research based on social media marketing and AIDA model has been provided by the various researchers and academicians. The related articles are as follows:

Pashootanizadeh and Khalilian (2018). The study reveals that television programs primarily capture teenagers' attention (the first stage of the AIDA model) but do not significantly contribute to encouraging them to use public libraries. Within the model's items, "Desirability and interest in the program" scored highest (8.42), while "Persuading teenagers to use public libraries" ranked the lowest (5.13). Duffett, R.G. (2015). The goal of the study is to investigate the influencing of social media, specifically Facebook, amongst Millennial in South Africa (SA), of behavioural and determine whether the various usage of millennial and demographic variables have an impact on intention to-purchase and purchase perceptions. Rodney Graeme Duffett (2017). The study investigates that the influence of interactive social media marketing communications on teenagers' were affected by cognitive, affective and behavioral attitude components in South Africa. The factors including the usage and demographic variables on young consumers' attitudes toward social media marketing communications. Ivan Ho San Wong, Chi Man Fan, Dickson K.W. Chiu, and Kevin K.W. Ho (2023). This research presents that how social media can influence young people's diet behavior through collaboration with social media celebrities. Gayathri, A., & Anwar, H. (2021). Consumers rely heavily on online evaluations and recommendations to make purchasing decisions, thus the trustworthiness of the message is crucial. This study tries to investigate how customers perceive the trustworthiness of social media influencers and their impact on purchase intention. Xin Jean Lim, Aifa Rozaini bt Mohd Radzol , Jun-Hwa Cheah (Jacky), Azman Hashim, Mun Wai (2017). In this study, the researcher strengthened the understanding their relationship between the efficacies of influencer's towards consumers by applying the learning theory from the marketing field. Ronn Alexis V. Castillo, Czarina Zoy C. Jaramillo and Leonard S. Sy (2022). The study's focus on four key influencing factors—Trust, Perceived Credibility, Perceived Image, and Brand Attitude—customized for Generation Z Filipino consumers. Dajah, S. (2020). Findings demonstrate that market mavens (as compared to non-mavens) have more followers, post more often, have less readable posts, use more uppercase letters, utilise less distinct terms, and use hashtags more often. These findings have the potential to improve influencer identification efficacy and efficiency, hence improving influencer marketing. Lê Giang Nam, Hoàng Thái Dân(2017). The study focus on social media influencer marketing conducted in Ho Chi Minh City. The findings suggest that consumers in this location tend to trust influencers strongly, and their purchasing intentions are influenced by four key factors: trust in the influencer, quality of content, relevance between the influencer and the product, and consumer involvement. Ruibin Geng, Xi Chen, Shichao Wang (2022). This study looked at how seeing Internet celebrities promote products online affects what people click on and buy. They focused on two types of businesses: those that use celebrities for advertising and those who sell things directly online. Interestingly, if the celebrity is selling their own brand, showing the promotion more frequently can actually make fewer people click on it.

FIGURE :1 RESEARCH FRAMEWORK
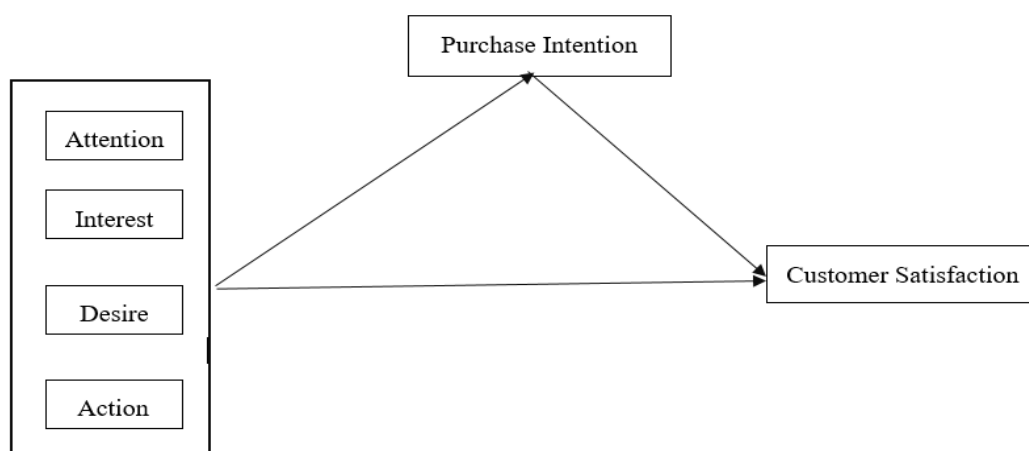
4. RESEARCH METHODOLOGY

In this research, the primary data are collected through structured questionnaires. The study used a convenience sampling method. The population of the study is from Trichy and Thanjavur district, Tamil Nadu. By considering time as a main constraint only 350 responses are collected who were using the skin care products and purchasing the product from the influencer are considered for the study. The questionnaire

consists of three sections, the first section is demographic factors, the second section is general questions which consists of factors they considered while they purchasing the skin care products, and the third section with various questions for each selected variable.

5. DATA ANALYSIS AND FINDINGS

The demographic variables are analysed through percentage analysis. To evaluate the effectiveness of AIDA model, the hypothesis are tested through SPSS. Additionally, it processed with *Mediation analysis* to analyse the proposed framework.

5.1 Percentage Analysis

The demographic details are analyzed by percentage analysis.

Table 5.1 Results of Percentage analysis

Table 5.1			
Characteristics	**Values**	**Frequency**	**Percentage (%)**
Age	18 to 22	134	39.8
	23 to 27	142	42.1
	28 to 32	37	11
	Above 32	24	7.1
Gender	Male	79	23.4
	Female	258	76.6
Profession	Student	177	27.7
	Employed	106	16.6
	Unemployed	7	1.1
	Other	47	7.4
Income Level (Rs.)	0-10,000	227	67.4
	10,000-30,000	64	19
	30,000-50,000	25	7.4
	Above 50,000	21	6.2
Platforms	Instagram	211	62.6
	Youtube	109	32.3
	Facebook	16	4.7
	Others	1	0.3

Source: Primary data processed by SPSS 16

Findings: From Table 3.1, Out of 337 respondents, most of the respondents are between the ages 23-27 with a frequency of 142, (42.1%). 76.6% of the female respondents, 23.4% with the frequency of 79 respondents. It also found that the 27.7% with a frequency of 177 respondents are students. Almost 67.4% of respondents with 227 frequency lies between the income level of 0- 10,000. And 62.6% of respondents with 211 frequencies are using the platform of Instagram.

5.2 Chi-Square

Table 5.2.1 Chi-square Analysis between Age and Interest			
Interest	**Value**	**Sig. Value**	**Result**
Tips	1.084	0.000	Rejected
Tutorials	32.373	0.001	Rejected
Reviews	71.197	0.000	Rejected
Story telling	58.62	0.000	Rejected
Educational content	20.726	0.005	Rejected
Source: Primary Data. Processed by SPSS16			

Interpretation: From table 5.2.1, denotes that, there exists an association between age and interest with the value of 0.000, 0.001, 0.000, 0.000 and 0.005 respectively. There is a significant association between age and interest. Hence the null hypothesis is Rejected ($p<0.05$).

Table 5.2.2 Chi-square Analysis between Gender and Action			
Action	Value	Sig. Value	Result
Shop now	16.021	0.003	Rejected
Today's deal	19.423	0.002	Rejected
Get it today	6.076	0.194	Accepted
Buy now	5.909	0.206	Accepted
Save now	9.488	0.005	Rejected
Source: Primary Data. Processed by SPSS16			

Interpretation: From the above table 5.2.2, denotes that, there exists an association between gender and action with the value of 0.003, 0.002, 0.194, 0.206 and 0.005 respectively. There is a significant association between shop now, today deals, save now and desire. Hence the null hypothesis is Rejected ($p<0.05$). There is no significant association between get it today, buy now and desire. Hence the null hypothesis is Accepted ($p>0.05$).

5.3 Correlation Analysis:

5.3.1 Customer satisfaction with AIDA.

H0: There is no relationship between Customer satisfaction with AIDA

Table 5.3.1Customer Satisfaction with other variables						
		Customer Satisfaction	**Attention**	**Interest**	**Desire**	**Action**
Customer Satisfaction	Pearson Correlation	1	.496**	.211**	.517**	.130*
Attention	Pearson Correlation	.496**	1	.289**	.597**	.151**
Interest	Pearson Correlation	.211**	.289**	1	.444**	.479**
Desire	Pearson Correlation	.517**	.597**	.444**	1	.314**
Action	Pearson Correlation	.130*	.151**	.479**	.314**	1
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						
Source: Primary Data. Processed by SPSS16						

Interpretation: From the above table 5.3.1. it is identified there exist a statistically positively relationship between customer satisfaction with respect to attention, interest, desire and action. The Pearson correlation value for attention, interest, desire and action are 0.496, 0.211, 0.517 and 0.130 respectively showing positively correlated. The Pearson correlation for attention, interest, desire and action are lesser than 0.05. Therefore, the null hypothesis is rejected and there is relationship between all the variables with respect to demographic i.e., customer satisfaction with respect to attention, interest, desire and action.

5.3.2 Customer Sastisfaction towards purchase intention

H0: There is no relationship between the Customer Sastisfaction towards purchase intention.

Table 5.3.2 Customer Satisfaction towards purchase intention			
Customer Satisfaction	Pearson Correlation	1**	.513**
Purchase Intention	Pearson Correlation	.513**	1**
**. Correlation is significant at the 0.01 level (2-tailed).			
Source: Primary Data. Processed by SPSS16			

Interpretation: The above table 5.3.2 , it is identified there exist a statistically positive relationship between customer satisfaction with respect to purchase intention. The Pearson correlation value for purchase intention are 0.513 respectively showing positively correlated. Therefore, the Pearson correlation for purchase intention

are lesser than 0.05. Therefore, the null hypothesis is rejected and there is relationship between the variables with respect to customer sastisfaction i.e., customer satisfaction with respect to purchase intention.

5.4 Mediation Analysis

Table 5.2 Total, Direct, And Indirect Effects Of Attention On Customer Satisfaction						
X-Attention, Y-Customer Satisfaction						
Total effect of X on Y						
Effect	se	t	p	LLCI	ULCI	c_cs
0.6021	0.0575	10.4626	0.0000	0.7153	0.4889	0.4963
Direct effect of X on Y						
Effect	se	t	p	LLCI	ULCI	c'_cs
0.3240	0.0662	4.8907	0.0000	0.1937	0.4543	0.2671

Indirect effect(s) of X on Y:				
	Effect	BootSE	BootLLCI	BootULCI
Purchase Intention	0.2780	0.0490	0.1834	0.3748

Completely standardized indirect effect(s) of X on Y:				
	Effect	BootSE	BootLLCI	BootULCI
Purchase Intention	0.2292	0.0417	0.1489	0.3113

INTERPRETATION: From table 3.2 shows that attention variable as 32.40% direct effect on customer satisfaction but the purchase intention shows 27.80% mediation effect on customer satisfaction. Overall, the total effects results to 60.21% which means attention variable as 60% variation on customer satisfaction.

6. CONCLUSION

The study shows that a significant gender distribution among respondents, with higher number of female respondents (76.6%) than male (23.4%). Instagram appears the most prefer platform among respondents followed by YouTube. This analysis shows a positive response towards AIDA (Attention, Interest, Desire and Action) from the respondents. The moderate positive relationship with respect to demographics variables is visible from this study. This study reveals a positive relationship between the purchase intention and the customer satisfaction. We can also observe the positive relationship among purchase intention and all influencing factors (attention, interest, desire and action).This means that people who listens, are interested in, desire, and take action based on influencer marketing are more likely to have a high purchase intention for skincare products. There is a correlation between customer satisfaction and purchase intention. It is visible from Mediation analysis that there is an indirect effect of purchase intention towards customer satisfaction is highly affected than the direct effect. The above statement makes us understand that people are highly likely to buy and product again if they are satisfied by that product. Also, When customers are attracted with the influencer's recommendations then they are likely to have purchase intention with that product. In conclusion the study highlights the social media influencer's effect in the skincare industry. It emphasizes on the importance of understanding various factors like attention, interest, desire, and action and how these factors impact social media users.

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