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THE INFLUENCE OF INSTAGRAM ON BEAUTY INDUSTRY

A STUDY ON THE IMPACT OF INFLUENTIAL MARKETING ON CONSUMER PERCEPTION AND PUBLIC RELATION

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Abstract - The study explores the dynamics of influential marketing in beauty industry, with a specific focus on Instagram as a pivotal channel in increasing brand awareness. Additionally, the study aims to explore how beauty influencers increase brand recognition and determine if Millennials or Gen Z are more likely to engage with beauty-related influencer marketing. This study employs a Mixed-Method approach by conducting a structured survey to get insights from individuals who are well-versed in the beauty industry's Instagram influencers. In order to provide a robust data set from individuals actively engaging with Instagram beauty influencers, purposive sampling is used to identify individuals with relevant experience or knowledge. The expected results of this study should deepen our comprehension of Instagram's potential as a platform for influencer marketing of beauty sector.

Keywords: Influential marketing, Cosmetics sector, Instagram, Consumer recognition, Brand awareness, Beauty influencers, Public relations, Millennials, Gen Z

I. INTRODUCTION

In the contemporary landscape of marketing and public relations, social media platforms have emerged as powerful tools for influencing consumer behavior and shaping brand perceptions. Among these platforms, Instagram has become a prominent hub for influencer marketing, particularly within the beauty industry. With millions of users actively engaging with beauty-related content, Instagram offers a fertile ground for brands to leverage the influence of individuals with large followings, known as influencers, to promote and market their products and services. The convergence of influential marketing and public relations represents a dynamic shift in the way brands communicate and engage with their target audiences. Unlike traditional advertising methods, influencer marketing operates on the principle of authenticity and personal connection, wherein influencers endorse products to their followers in a more organic and relatable manner. Brands leverage influencer marketing into their public relations strategies not only to enhance brand awareness but also to maintain customer relationships authenticity and transparency, manage crises effectively and conduct market research. Therefore, this study seeks to critically analyze the effectiveness of influencer marketing in the beauty industry within the context of public relations.

II. OBJECTIVE

- Examining the reasons that contribute to Instagram's popularity among beauty brands for boosting brand awareness.
- To analyse the strategies utilized by beauty influencers to enhance brand recognition.
- Exploring the impact of beauty influencers on the public relations industry.
- Investigating the receptiveness of millennials and Gen Z to influencer marketing in the beauty industry.

III. PURPOSE OF THE STUDY

The primary goal of this study is to look closely Which is the preferred Social Media Platform for promoting beauty products. The study aims to find out how influencer marketing efforts affecting brand recognition, customer interaction, and sales in the beauty industry by doing a thorough analysis. The study also looks the transformation of PR from traditional PR evolving it to more dynamic and two way centric participation involving Social Media. By meeting these goals, this study hopes to give useful information about how influencer marketing is changing to the beauty industry, help players make smart decisions, and add to current talks about effectiveness of influencer marketing.

IV. INFLUENCER MARKETING IN BEAUTY BUSINESS

Gaining customers' confidence and respect is a major goal of influencer marketing campaigns. Customers are becoming more cynical of traditional advertising approaches and are increasingly looking to trusted friends and family for advice. : By partnering with influential users, cosmetics companies may create eye-catching videos that demonstrate how their products work. Makeup tutorials, product evaluations, and before-and-after makeovers are some of the ways that beauty influencers exhibit the efficacy and adaptability of beauty products. Beauty influencer are experts in their field and their expertise can add credibility to review. People often look for such advices and knowledge before purchasing any beauty products. Beauty influencer help them by sharing authentic and transparent review most of time of PR packages. Their honest reviews and opinions lead to exposure of brand and hence increasing the brand awareness of particular beauty product. One of the key aspect of beauty influencer is their participation in event particularly product launches. These event helps to create a buzz and leads to influencer live previewing beauty product, audience gets a chance to meet and greet and discuss trends.

V. REVIEW OF LITERATURE

Influencer Marketing is described as a third-party who significantly shapes the customer's purchasing decision but may ever be accountable for it" (Brown & Hayes, 2008). Influencer marketing include reviewing different products, sponsored posts, and collaborative endeavors. In return for their efforts, influencers are often compensated with monetary remuneration or complimentary products called as PR packages (Leung, Gu, Li, et al., 2022). In this digital era, the combination of Instagram and Influencers are key aspects of any PR strategy. Instagram is a visual medium that allows companies to generate brand awareness and as Carter (2016) claims Influencers as 'trusted voice". Due to the rise of influencer, the consumers have started trusting recommendation and reviews from them Vo (2023). Traditionally, public relations has aimed at raising awareness of the company through the mainstream media; today, however, using grassroots methods such as through local weekly community newspapers, the Internet, social media, email, and newsletters, public relations has been able to improve the company's public image by communicating directly with consumers (Sherman & Perlman, 2010, p. 132). Brands such as MAC, Charlotte Tilbury, NYX, L'Oréal and Milk Makeup are all well known for using influencers to promote and use their products (Hassan et al. 2021).

VI. RESEARCH METHODOLOGY

RESEARCH DESIGN

The research methodology involves a Mixed - method approach, utilizing a structured survey with both open-ended questions and closed ended questions to gather insights from participants. By analysing the data collected, this study intends to provide valuable insights into the effectiveness of Instagram as a platform for promoting beauty products through influencer marketing.

POPULATION AND SAMPLE

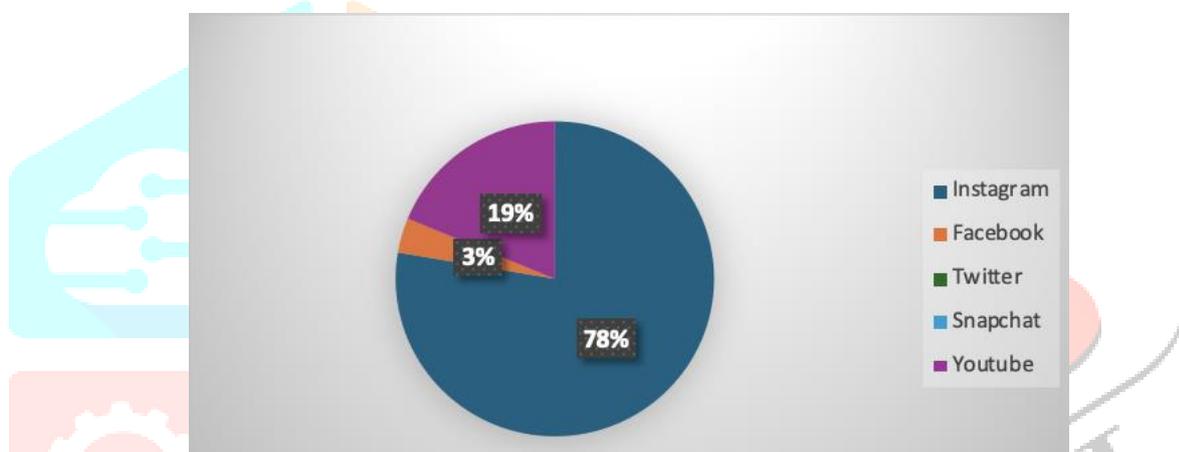
There were 112 people who completed the questionnaire, and data analysis is done on the basis of their responses. The selection of Gen-z and Millennials as the target demographic for the survey is based on their high engagement and active participation with Influencer on Instagram. These two generation comparatively consumes content from social media platforms on a daily basis.

DATA AND SOURCES OF DATA

For this study, Primary data was collected. A web survey was conducted to answer the research questions. The survey comprises a total of 19 questions, divided into four categories: Demographic Information, Social Media Usage, Influencer Marketing, and Consumer Perception and Opinions.

Figure 1: Preferred Social Media Platforms for Beauty-related Content

Social Media Platform	Frequency
Instagram	87
Facebook	4
Twitter	0
Snapchat	0
Youtube	21

**Figure 1: Preferred Social Media Platforms for Beauty-related Content**

This table indicates respondents preferred social media platforms for accessing beauty-related content. Instagram is the most preferred platform, followed by YouTube. This suggests that these platforms are perceived as effective channels for consuming beauty-related content.

Table 2: influencers Contribution in PR Campaigns.

Contribution Level	Frequency
Essential partners, driving innovative PR campaigns and brand messaging.	88
Minor role, with traditional PR methods remaining more influential.	20
No significant impact on PR strategies for beauty brands	0
Unsure/No opinion	20

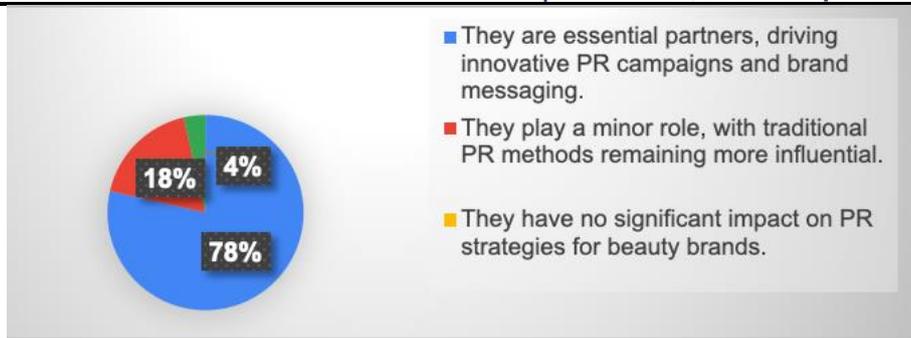


Table 2: influencers Contribution in PR Campaigns.

This table indicates that respondents believe influencers play a crucial role in PR campaigns as they help in promoting and increasing brand awareness and also influencers help in shaping public perception. The majority of respondents (88) believe that influencers play a significant role. By adopting influencers in PR campaigns, the brand effectively reaches wider audiences.

Figure 11: Purchase Behaviour Based on Instagram Beauty Influencer Recommendations

Purchase Behavior	Frequency
Yes, frequently	62
Yes, occasionally	22
No, never	15
Maybe	13

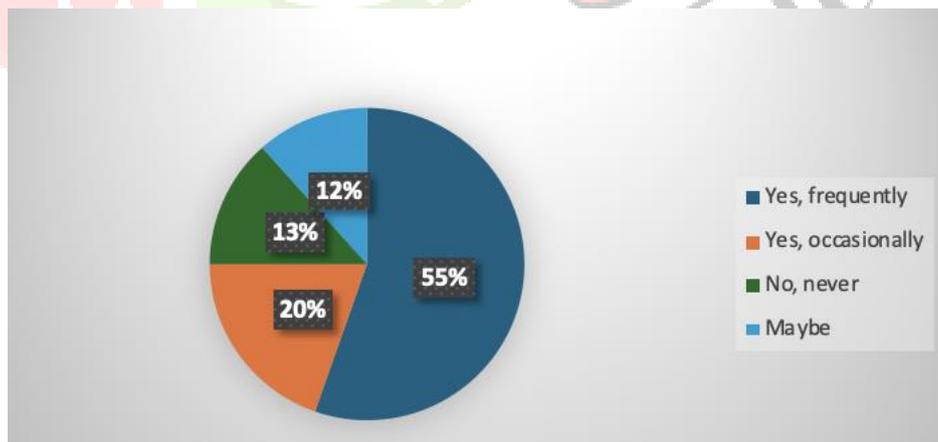
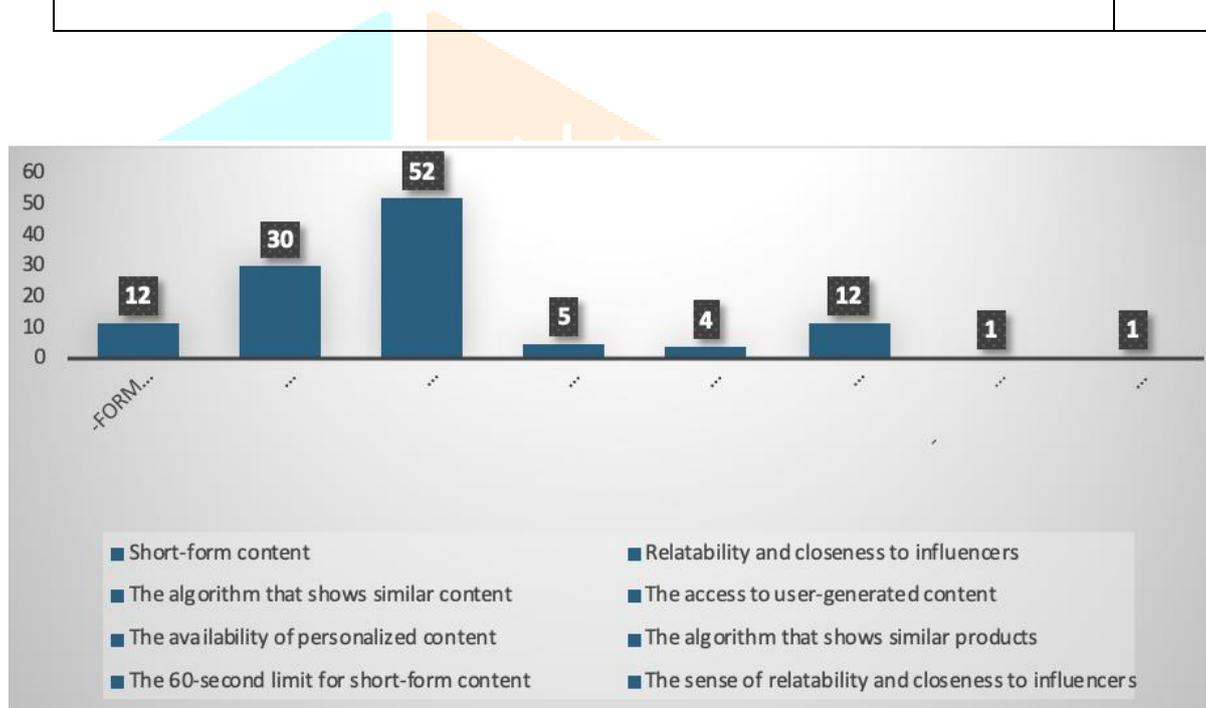


Figure 11: Purchase Behaviour Based on Instagram Beauty Influencer Recommendations

This table indicates respondents' purchase behaviour based on recommendations from Instagram beauty influencers. The majority of respondents (62) have frequently purchased beauty products based on such recommendations, highlighting the significant influence of Instagram beauty influencers on consumer purchasing decisions.

Table 13: Appealing Features of Instagram

Instagram Feature	Frequency
Short-form content (30-60 seconds)	12
Relatability and closeness to influencers	30
The algorithm that shows similar content	52
The access to user-generated content	5
The availability of personalized content	4
The algorithm that shows similar products	12
The 60-second limit for short-form content	1
The sense of relatability and closeness to influencers	1

**Figure 13: Appealing Features of Instagram**

This table indicates respondents' opinions on the most appealing features of Instagram. The algorithm that shows similar content and the sense of relatability and closeness to influencers are the most appealing features, followed by short-form content. This suggests that users appreciate personalized and relatable content on the platform.

Table 3: Employment Status

Employment Status	Frequency
Student	55
Employed	48
Self-Employed	2
Homemaker	5
None	2

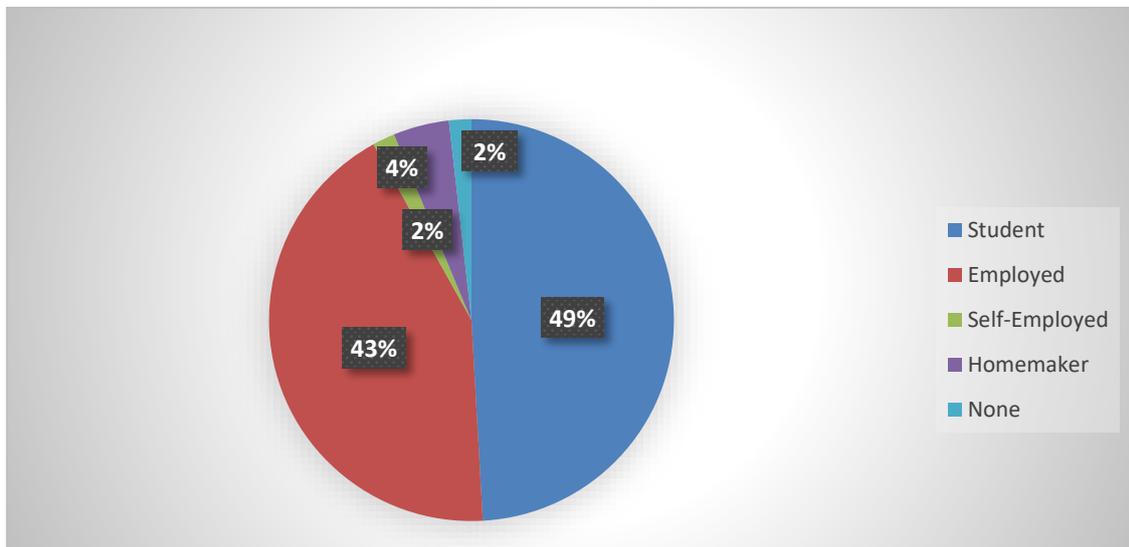


Figure 3: Employment Income Status

This table outlines the employment status of respondents. The majority of respondents are students (55), followed by those who are employed (48). There are also respondents who are homemakers (5), self-employed (2), and none (2). The distribution reflects a varied sample of individuals with different occupations and lifestyles.

VII. DISCUSSION AND FINDING

The analysis of survey data about the effectiveness of influencer marketing campaigns on Instagram provides some important insights into the influence of influencer marketing strategies in the beauty sector. By analyzing the perspectives, experiences, and opinions of respondents, we have acquired valuable insights into the impact of Instagram influencers on customer behavior and brand perception. The demographic analysis reveals a strong emphasis on younger individuals, specifically those between the ages of 15 and 27, who make up the majority of respondents. Understanding the preferences and behaviors of this particular demographic segment is crucial, as it aligns perfectly with the targeted audience for beauty-related content on social media platforms.

In addition, the prevalence of Instagram as the main social media platform for accessing beauty-related content highlights its significant role in influencer marketing within the beauty industry. The platform's effectiveness as a channel for reaching and engaging with consumers interested in beauty products is highlighted by the high engagement levels and frequency of usage among respondents. In comparison to other social media platforms like YouTube or Facebook, Instagram caters to short span attention of the audiences as well as its algorithm helps in providing and exploring more content in the same domain and could develop a personalized content which audiences regularly consumes. It is clear from the responses of most participants that influencer marketing on social media is highly regarded and seen as an effective promotional strategy for beauty products. It is evident that there is a strong belief in the power of influential marketing when it comes to launching new beauty products. This suggests a clear endorsement of using influencers to increase brand visibility and boost sales.

Furthermore, the emphasis on product demonstrations rather than storytelling approaches on Instagram highlights the significance of authenticity and transparency in influencer content. It's interesting to note that when it comes to evaluating the authenticity of content by Instagram beauty influencers, most respondents view the content as highly authentic. This suggests that influencer-generated content is generally well-received. The success of different tactics used by beauty influencers, like sharing their thoughts on products, partnering with brands, and hosting live sessions, attending events helps to gain significant media coverage, giveaways and discounts offered by beauty influencer actually helps in enhancing the relationship between

brand and consumers, highlights the significance of genuine interaction and relatable content in influencer marketing campaigns.

Influencer plays a crucial role in disseminating the reach of a Press Release to a larger audience. Influencers helps in tapping into those audience which the traditional media could not reach. Influencers plays a crucial role in managing and re-establishing the public trust during the time of crisis. Influencers utilizes the platform to reassure their followers, actively responds to any question rumours and provides valuable, reliable updates. During the crisis, their legitimacy can help in altering consumer perception. Influencer can enhance the overall engagement and involvement of public at events. PR efforts can increase participation by involving these influencers and gaining article spaces in newspaper and magazines.

Overall, the results of this analysis offer valuable insights into the effectiveness of influencer marketing campaigns on Instagram in the beauty industry. Having a deep understanding of consumer preferences, behaviors, and attitudes towards influencer-generated content can greatly benefit brands and marketers. This knowledge allows them to develop more focused and impactful influencer marketing strategies that can improve brand perception, boost engagement, and ultimately drive sales in a highly competitive market.

IX. REFERENCES

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