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IMPACT OF INFLUENCER MARKETING ON PURCHASE INTENTION WITH SPECIFIC REFERENCE TO HEALTH AND BEAUTY PRODUCTS

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Abstract: This paper aims to deliver constructive insights on an emerging concept in the world of digital marketing communication: Influencer marketing. In this world of technology upgradation, especially in the realm of social media marketing its imperative and challenging to break the clutter of several ads in the health and beauty segment. Health and Beauty products today are perceived by the mass as a factor to define their lifestyles and consumption habits. Thus call for a more inclusive plan of action in the sphere of promotions. This industry has witnessed a study trend in influencer marketing therefore, the crux of this study provides a comprehensive understanding of various factors which play a major role in influencer marketing to drive purchase intention of consumers and successful implementation of this promotional tool. The characteristics (Factors) studied are Physical Appearance, Expertise, Experience, Credibility and Trustworthiness and their respective impact on purchase intent. Results of this study are based on respondents who are active users of various social media platforms and are exposed to various beauty influencers. The research findings confirm that the above stated factors are essential for drawing attention, engaging and affecting a behavioral change which in turn results in driving purchase decisions. This paper is instrumental in providing a checklist of various essential characteristics of influencers required by brands to create awareness and achieve the desired objectives in each stage of consumer buying behavior model.

Keywords: influencer marketing**,** social media, purchase intent, Awareness

I. INTRODUCTION

In this world of technology upgradation, breaking through the advertising and communication clutter is one of the biggest challenges for a marketer. Health and Beauty products today are perceived by the mass as a factor to define their lifestyles and consumption habits. Change, in a world of inevitability is easy as it sounds, but when it comes to shift in consumption trends, the products take reasonable time to fly off the shelves. Sponsored content, persuasive marketing and influencer marketing are the dominants of the industry. We hold value to a product as long as there is an interest of the influencer attached to the specific brand or as the case may be; for instance- A baby product is liked by a consumer like a pregnant woman or a to-be father based on the positioning done by the influencers on the media. Many anti-competitive laws govern the functionality of products as displayed and marketed by these influencers. Purchase intention in case of beauty products is a benefactor to the mass consumers when it comes to witnessing real-time beauty changes on influencers who claim to spread its genuinely. Instagram is a major attraction for this kind of marketing, and hence it's an added benefit for this research as respondents have been surveyed as per the sample requirements projected in real life stats present on the internet. With about 700 million active users and new joining in everyday, the power of an influencer over social media has increased two-fold over the past decade. The best thing about this research is that it establishes the authenticity between an influencer and the influenced who look up to the former. Differentiation in various characteristics that influence the behavior of consumers becomes a major premise of study as we take up the questionnaire in this research. Before we dive into the crux of the study, let us study what influencers are basically are people with a good reputation, knowledge and expertise in a particular field which they use to impart their knowledge and build their own brand identity. The various mediums used by them are blogging, vlogging and other forms of content creations. Social media sites widely used by influencers are in this health and beauty sector are Instagram, Facebook and YouTube. Influencers are not just restricted to make product recommendations but have several new avenues which unfurl with the innovations in the realm of social media thus laying a carpet for opportunities for increasing brand equity and driving purchase decisions. This research paper mainly focuses on discovering factors that influence the perception of consumers towards the influencer behavior and how they can be effectively used to create favorable changes in consumer buying behavior stages by various brands. In short this if your brand has a story to tell than this form of promotional mix is what it needs to

opt for. Though it is in its nascent stage, majority of cosmetic brands have already leveraged influencer endorsements to build and maintain relationships with its consumers. Influencer marketing is an integral part of Integrated marketing communication and will grow by leaps and bounds.

II. LITERATURE REVIEW

To enhance and have a complete overview of this study, there are several concepts related to influencer marketing which need to be studied and this article exactly talks about them. It is based upon a study on the growing impact of endorsements by various popular influencers on consumer buying decisions. Marketing as a whole is extremely dynamic in nature, thus its essential to keep up with the new trends and avenues for reaching the prospective customers. One of those ways in today's world is influencer marketing. Advent of Internet has rapidly fuelled global communication network and one of the outcomes of this has been rise in social media marketing. E-Marketing has opened the doors of several unconventional ways of reaching the consumers. E-marketing offers personalised marketing making it easier for companies to target smaller target segments. Social media offers plethora of mediums of interaction among them are blogging , microblogging , Influencer marketing etc. This paper elaborates on influencer marketing specifically. This type of promotional tactic involves creating favourable perception through secondary associations. (Zrinka Blazevic Bognar).

Another important concept is the impact of sponsored and un-sponsored content by influencers on consumer inferences and response to these posts based on prior knowledge and credibility of influencers. This report is sublime piece of work as it talks about different influencer motives and their respective responses for a thorough understanding. Various motives discussed are money motive, image motive, love motive , sharing motive and helping motive. The second phase involves study on variables like influencer credibility, product category , disclosure and consumer resistance. This paper elaborates on several social media concepts like types of influencers, eWOM, disclosure etc. Before we evaluate consumer reaction we need to understand the consumer cognitive process to understand their response. Through psychological reaction theory the author explains how sponsored disclosure can bolster resistance. Third study involved validating the results of study 2. The findings of various studies if summarised indicate that influencer motives are multidimensional and very important to be studied for effective advertisement to conduct a positive impact on consumers. (jang)

Influencers tend to act as mediator for companies to interact with their target market in unconventional ways. This paper also highlights the various platforms and media forms influencers use to attract their prospective followers and defines the Gen y and z generations. Various assumptions of this study were to decipher preferences of social network of different age groups , difference between different age groups and their chose platform and influencers, relation between age and their consumer behaviour with respect to influencer marketing . This paper highlights several important facts which glorify the importance of influencer marketing and also talks about how brands create virtual influencers which means brands create their own influencers like NYX cosmetics. The author ends by producing the results and inference of the survey conducted which states that Gen Y and Gen Z show quite different behaviour with choice of platform and type of influencer for example Gen Y is more attracted towards Facebook and Gen Z is enticed towards Instagram. (Zdeka Kadekova, 2018).

This article is targeting a specific industry to comprehend the decision making process in the fashion industry with respect to influencer recommendation. Fashion blogging is a very popular trend and at a very minimal cost it establishes a direct link with the consumers. Sharing opinions , experiences etc. This article also discusses the effects of blogs on women's buying behaviour and its advantages that can be leveraged through blogging . This study uses Philip Kotler's consumer decision making model with the objective mentioned above. According to the survey this type of marketing is one of the strongest force of decision making variable for the current young generation. While brand influence ranks first, celebrity and blogging are not far behind. This article also provides conclusive evidence on which is the most preferred platform and the form of media. (M & K)

Influencer marketing is an emerging form of celebrity endorsements which are mainly based on stronger and closer relationships which are mutually beneficial. This article focuses on various means to integrate your marketing channels to enhance brand image and ROI. Influencer marketing should be aligned with company's target market, product, budget and objectives. At most care is important while selecting from plethora of influencers. This article highlights various factors for selecting these influencers and provides facts supporting this realm of marketing which includes 90% consumers trust peer recommendation. It also highlights the process of integrating this realm of marketing . (Madumere, 2017)

This report explains three imperative concepts pertaining to social media endorsements by influencers which include effects of self-influencer congruence, para social identification and perceive endorser motive. In this review, I have briefly explained all the three. Initially the authors talk about the influence of social media in the country which is pretty high. Social media influencers are considered to be more trust worthy compared to celebrities according to their studies. This paper also highlights how Chinese influencers are categorized by few peculiar characteristics. The three concepts are verified based on hypothesis constructed brand content, perceived motives etc. Data is collected from 513 respondents (primary source). Findings of the articles confirm the above given concepts (Yan Shan)

The motive of this article is analyse the impact of paid content on the engagement with consumers in the fitness industry. Source credibility theory used to decipher the perception of followers when influencers are affiliated to certain brands. These article introduces three types of influencer : Social influencers, celebrity influencers and peer influencers, their traits and their focused niche they belong too. Various factors tested in this study are physical characteristics , experience level , sponsorship , source attractiveness model , self-image identification, relation between product and influencers field. The methodology used is content analysis and interviews. Findings of the research were as follows organic posts were identified with more positive associations than sponsored posts and hence they were categorised my non monitory motives. (Neal, 2017)

This study is based on California State University, Fullerton. It aims to analyse the effect of social media ads (particularly Instagram) on spending behaviour college going students. This study mainly focuses on spending behaviour in fashion category. This is done through a qualitative research technique –Survey method and uses Qualtrics software for the same. Hypothesis of this survey was that active Instagram users spend more money on fashion products then non users with various other supporting hypothesis. The main objective was to analyse the increasing popularity of Instagram indirect marketing. Convenience sampling technique was used and the results were as follows : spending behaviour is analysed after considering income patterns. Based on that the author concludes that the hypothesis does not have sufficient date and according to available data they don't have significant relationship. (Kozusnikova, 2019)

This article provides insights on how create value proposition for brands in the minds of consumers to drive purchases. The basic questions answered in this research are do social media influencers create brand resonance and salience based on the influencer content., The major analysis carried out in this study were: frequently used social media channels, economic Value of the industry, brand collaborations, perception of consumers, criteria used for evaluating success of influencers. This study uses structural equation modelling technique for the research. These research uses secondary data from various market research firms like activate, zince, mediakix etc. The results of the survey were as follows:

- Influencers enhance brand awareness
- Influencers personality and background check is essential to build trust
- Online purchasing behaviour is widely affected by influencers.
- Favourable attitude exists towards social media influencers.

Due to given reasons influencer marketing has a long way to go (Bratu, 2019)

This article mainly focuses on drawing conclusions with respect to influencer size, reliability and attitude and its impact on purchase intention. This paper uses reasoned action phenomenon and source credibility to ascertain its impact. The main areas of research include word of mouth, message , user generated content and platforms used. Here UCG is nothing but content created by users of social media platforms and not brands or companies to display and express themselves. Usually this form is used to influence your peers which gave rise to word of mouth which in turn saw the rise of influencer marketing. The respondents for the study were divided into two categories for micro and macro influencers. The objective of the study was fulfilled and the results showed that surprisingly micro influencers were considered to be more trustworthy than macro influencers, hence the purchase intention was higher in case of micro influencers. The most obvious reason can also be that they are still not affected by too many sponsored post and have focus on a particular niche. Purchase intention was also proven to be mediated by consumer attitude and perceived credibility. Hence perceived motives are extremely important for brands to select their brand influencers. (Laura)

III. RESEARCH METHODOLOGY

The data is collected pertaining to influencer marketing which is collected from respondents of different professionals, working class, students, and teachers. A random sampling was done thereafter. The details of the data and its analysis are follows Tests: A Reliability test, a Regression analysis, Correlation and a Cross Tabulation Analysis has been conducted on the data collected.

3.1 Statement of problem

As mentioned earlier the main aim of this research is to identify the consumer perception and influencers role in spreading awareness and influencing consumer cognitive, behavior and affective to drive their purchase intent. The role of influencers in digital marketing communication is widespread but is not backed by empirical evidence. This research will enable brands to identify right influencer motives, influencers and type of endorsement to be used in various stages of consumer buying process. This research will reveal factors which affect consumer attitude and perception like experience, trustworthiness and credibility to assess this form of marketing. An important area to be explored is the impact of sponsored content and their disclosures. The following research provides insights for further research in this real be scholars and also provides relevant data distributed across different genders and age. This research will also help us identify various relationships, challenges, issues and will also burst the false notions built by various companies.

3.2 Research Objectives

- To examine the impact of product endorsements by social media influencers on consumers' buying decision.
- To study the Impact of influencer marketing on brand awareness and brand recall.
- To explore the role of influencer credibility, experience and appearance on consumer purchase intent.

3.3 Population and Sample

The data for this research is gathered via a questionnaire that used the primary method of data collection. The method of collection used in the given investigation is called the primary method. There are multiple ways in which a researchers can use raw data, and thus this can be loosely categorized under survey methods and experimental data collection methods. The data were collected using

a questionnaire on a 5-point scale that has behavioural questions and other variables. This data was collected from a sample of 99 respondents who are active on social media and are aware about this form of marketing.

3.4 Data and Sources of Data

This is Descriptive study and questionnaire method is used to record consumer perception about influencers and their behavior. The data for this study is solely primary. This data was analyzed on a software called SPSS Where several models like correlation, one-way anova, chi square, crosstabs and graphical analysis will be used to draw results which are useful to various brands. The data will be used to understand influencer motives and their contribution to various stages of consumer behavior. The data is collected pertaining to influencer marketing which is collected from respondents of different professionals, working class, students, and teachers. A random sampling was done thereafter

3.5 Theoretical framework

The scope of study is to get first-hand knowledge about how companies in the Health and Beauty (Makeup) industry make use of influencer marketing, primarily through organic and sponsored posts on various media platforms in the form of text, pictures and videos. This research aims to study various variables like credibility, trustworthiness, expertise, appearance and their impact on purchase intention and brand salience. Variables under study are as follows:

Operational Definitions:

1**. Purchase intention :** Purchase intent in simple words is the totality of cognitive and behavioural changes towards taking or purchasing a product or service. It involves the willingness to adopt , buy and use a product or service.

2 Influencer endorsements: Influencer endorsements attaches fame of certain personalities who are trusted in their respective fields to spread awareness of the brands belonging to that field which in turn drives sales for the company. In simple words leveraging the popularity and expertise of influencers to promote a brand.

3. Brand Awareness: Brand awareness is basically the knowledge consumers have about the company's product or service. It enables consumers to identify and recall the product while making purchase decision

3.6 Statistical tools

This section elaborates the proper statistical models which are being used to forward the study from data towards inferences. The detail of methodology is given as follows.

1. **Chi Square Test:** The statistics on Chi Square are widely used to assess associations between various dependent and independent variables. The Chi-Square test's null hypothesis is that there is no relation on the population's categorical variables; they're independent. While the alternative hypothesis displays a relationship between the variables under study. These associations will help us establish an association of gender with different variables under study to understand the role of gender and influencer marketing.

Table 1:Hypothesis: Chi-Square test

Serial No.	Variables		Hypothesis
1.	Awareness of new trends and brands	H01	There is no relationship between awareness of new trends created by influencers and gender
		Ha1	There is a relationship between awareness of new trends created by influencers and gender
2.	Net promoters score (NPS) for influencer	H02	There is no relationship between NPS and gender
		Ha2	There is relationship between NPS and gender
3.	Purchase Recommendation	H03	There is no relationship between purchases made on the basis of influencer recommendation and gender
		Ha3	There is a relationship between purchases made on the basis of influencer recommendation and gender

*NPS: Net Promoters score: It measures how likely consumers will recommend a certain brand to their family and friends based on influencer recommendations.

2. **Correlation and Multiple Regression:** Correlation is an analytical technique that can indicate whether or not the pairs of variables are closely related and shows the dependency and impact of one variable in another. This us to understand how change in one cause a change in other. Variables may possess direct or inverse relationship. Multiple regression is used to find the one-way annova's value to highlight the overall impact of all the variables on the dependent variable.

Correlation:

Table 2:Hypothesis:Correlation

Serial No.	Independent Variables		Hypothesis
1.	Trustworthiness	H01	Purchase intent and Influencers trustworthiness is independent
		Ha1	Purchase intent and Influencers trustworthiness is dependent
2.	Credibility	H02	Purchase intent and influencers Credibility is independent
		Ha2	Purchase intent and Influencers credibility is dependent
3.	Physical Appearance	H03	Purchase intent and Influencers Physical Appearance is independent
		Ha3	Purchase intent and Influencers Physical Appearance is dependent
4.	Expertise and Experience	H04	Purchase intent and Influencers Expertise is independent
		Ha4	Purchase intent and Influencers Expertise is dependent

Please Note: Dependent variable for all the above hypothesis is Purchase Intent and here purchase intent is measures by actual purchases made and does not involve consideration to purchase.

IV. RESULTS AND DISCUSSION

Results of Study Variables are as follows

1. Reliability Analysis:

Table 3:Case Processing Summary

		N	%
Cases	Valid	98	99.0
	Excluded	1	1.0
	Total	99	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4:Reliability test

Reliability Statistics	
Cronbach's Alpha	N of Items
.914	15

Table 4, Cronbach's Alpha of 0.914 clearly proves that this questionnaire is reliable and fit for analyising data for deriving results.

2. Graphs and Tables

1. Social media sites used by respondents.

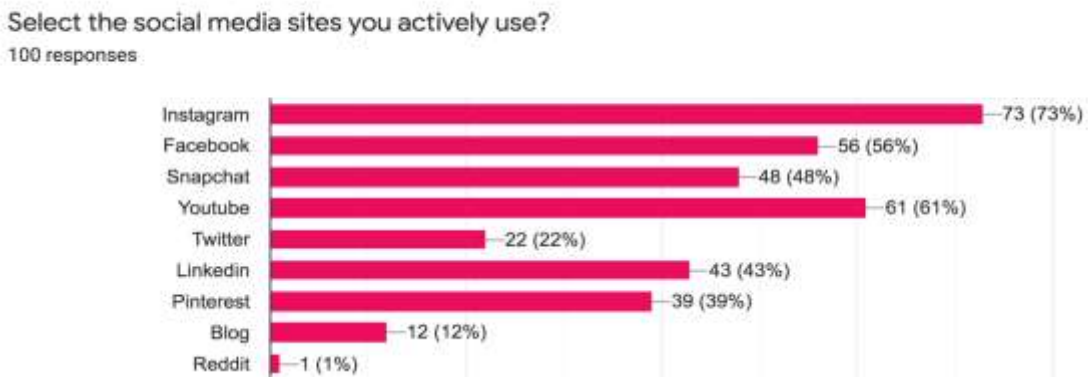

Figure 1: Social Media Sites Used by Respondents

2. Age of respondents

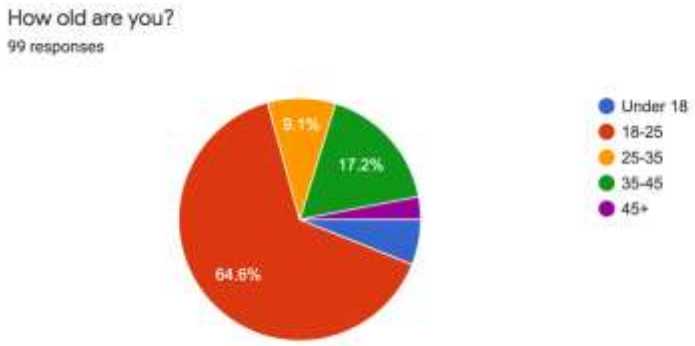

Figure 2:Age

3. Gender of respondents

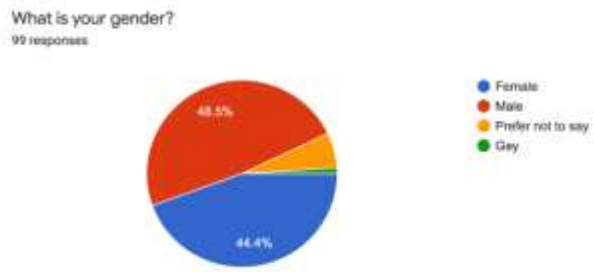

Figure 3:Gender

The above pie charts illustrate the demographics of the respondents.

4. Number of influencers are followed by respondents

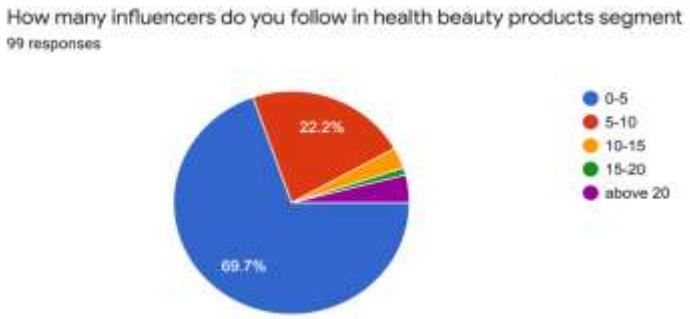

Figure 4:Number of Influencers Are Followed by Respondents

Table 5:Cross Tabulation

Crosstabulation				
		What is your gender?		
		Female	Male	Total
How many influencers do you follow in health beauty products segment	0-5	33	36	69
	5-10	8	14	22
	10-15	3	0	3
	15-20	1	0	1
	Above 20	2	2	4
Total		47	52	99

Analysis: table 5 illustrates how many people follow influencers who promote and are experts in the field of health and beauty (make up and cosmetics). The above table is imperative for understanding the scope of influencers in this industry. According to the responses more than 30 respondents follow more than 5 influencers which is quite a good number making this research topic relevant.

3. Chi Square:

1. H_01 : There is no relationship between awareness of new trends created by influencers and gender

H_a1 There is relationship between awareness of new trends created by influencers and gender

Table 6.I Discover New Trends and Brands by Following Influencers on Social Media And Gender

Chi-Square Tests			
	Value	df	Asymptotic Signi (2-sided)
Pearson Chi-Square	2.103[a]	4	.717
Likelihood Ratio	2.146	4	.709
Linear-by-Linear Association	.517	1	.472
N of Valid Cases	99		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.75.			

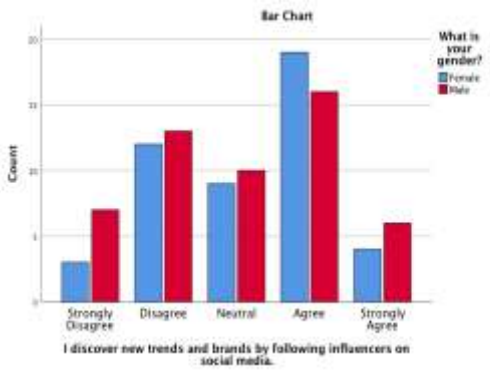

Figure 5

Analysis: Table 6, According to chi square test .717 (P value is greater than 0.05. Hence, H_0 is accepted. This implies that there is no significant relationship between gender and their exposure to influencer endorsements. This result clearly states that gender does not play a role when it comes to being exposed to new trends and brands advertised by influenced. This can thus imply that marketers that marketers don't have to focus on designing separate campaigns for males and females when it comes to influencer marketing. This type of marketing can be used for both as around 45% of the population have either chosen agree or strongly agree, which means they refer to influencer marketing for discovering new trends

2. H_02: There is no relationship between Net promoters score (NPS) and gender
   H_a2: There is a relationship between Net promoters score (NPS) and gender

Table 7:Net Promoter Score

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.510[a]	4	.825
Likelihood Ratio	1.531	4	.821
Linear-by-Linear Association	.846	1	.358
N of Valid Cases	98		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.63.			

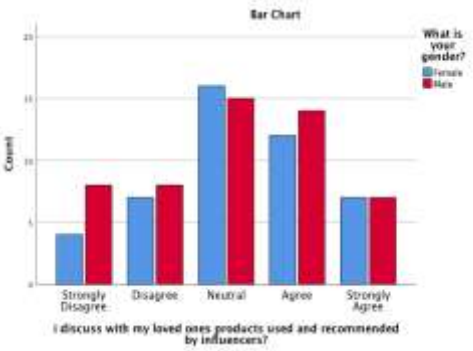

Figure 6

Analysis: Table 7 ,0.825 value is greater than 0.05, again H_o is accepted. There is no dependence of (Net Promoter Score) NPS score on the gender of an individual. This score helps us understand the satisfaction level of consumers with respect the endorsement which in this case independent of gender. While the NPS is independent of gender, it is interesting to note the satisfaction level of consumers with respect to influencer marketing. Around 41% of the population is considerably satisfied while more than half of them are categorized into moderately low level of satisfaction. This is an alarming signal for marketers and influencers and requires enhancement in this realm of endorsements. The reasons for low level of satisfaction can be due to reasons like credibility, sponsored content, trust etc. which are studied in the] following pages. Low NPS affects the **information search** in consumer buying behavior process. Thus influencers should focus on building trust and long-term relationships.

3. H_03: There is no relationship between purchases made on the basis of influencer recommendation and gender.
   H_a3: There is a relationship between purchases made on the basis of influencer recommendation and gender

Table 8:I Often Make Purchases Based on Recommendations from An Influencer and Gender?

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.797[a]	4	.773
Likelihood Ratio	1.808	4	.771
Linear-by-Linear Association	.021	1	.884
N of Valid Cases	99		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.37.			

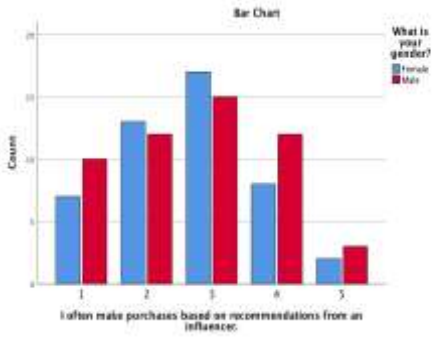

Figure 7

Analysis: Table 8, 0.773 > 0.05, Hence H_0 is accepted. There is no relationship between gender and purchased made on the basis on influencers recommendation in health and beauty segment.

4. **Multiple Regression:**

Table 9: One Way Anova

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.367[a]	.135	.046	.969

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.865	9	1.429	1.521	.153[b]
	Residual	82.686	88	.940		
	Total	95.551	97			

Table 10:Multiple Regression to Test the Impact of The Following Variables on Purchase Intent

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.981	.350		2.807	.006
2	I'm more likely to try a new brand if an influencer recommends it.	.122	.135	.139	.906	.368
3	I seek out reviews of influencers before making a purchase	-.083	.121	-.097	-.680	.498
4	I am less likely to trust a product review or recommendation if it is sponsored content (i.e. it is a paid advertisement).	-.009	.120	-.011	-.076	.939
5	Physical appearance of the influencer impacts my purchase intent	.010	.114	.013	.090	.929
6	Experience of an influencer is true indication of his/her credibility	-.196	.131	-.229	-1.493	.139
7	Influencers are experts in their respective fields thus my purchase decisions are based on their recommendations.	.192	.179	.226	1.072	.287
8	Influencers have the best interest at heart for their followers	.211	.137	.233	1.538	.128
9	Number of followers is an important factor for assessing credibility of influencers	-.056	.108	-.071	-.522	.603
	Influencers are reliable source of information	.062	.166	.070	.373	.710

a. Dependent Variable: How many purchases have you made in the last year due to an online recommendation from an influencer?

Analysis:
Table 9 and 10 summarizes the model and the relationship of all the variables together on purchase intent. Its explains the variance of independent variable with respect to dependent variable. The 4 main variables are trustworthiness, credibility, physical appearance and expertise. The value of R is .0.367 which is relatively high and explains 37 % of regression model. R square provides a more accurate value as not all variables have an impact on purchase intent. 0.135 is the correct value for explaining the right fit. "Except the p – value that reveals important information for the impact between the independent variables and the dependent variable, one can also consider the so-called Standardized Coefficients Beta. The Standardized Coefficients Beta shows the strength of the impact for each construct. "According to the standardised beta coefficients credibility and expertise perform fairly better than the other factors affecting purchase intent. Table 8 effectively demonstrates the overall association of all the variables on purchase intent which is fairly insignificant.

5.Correlation:

1. Trustworthiness:

Table 10:Correlation: Trustworthiness

Correlations					
		Purchase Intention	I am less likely to trust a product review if it is sponsored content	I'm more likely to try a new brand if an influencer recommends it.	I seek out reviews of influencers before making a purchase
Purchase Intention	Pearson Correlation	1	.118	.251*	.121
	Sig. (2-tailed)		.245	.012	.234
	N	99	99	99	99

Analysis: Table 11, To assess impact of trust on consumer behavior, we have chosen Three variables as follows:

- I'm more likely to try a new brand if an influencer recommends it: .0.012<0.05, H_0 is rejected hence there is relationship between trustworthiness and purchase intent in this case.
- I seek out reviews of influencers before making a purchase: 0.234 >0.05, H_0 is accepted hence there is no relationship between trustworthiness and purchase intent in this case.
- I am less likely to trust a product review or recommendation if it is sponsored content (i.e. it is a paid advertisement): 0.245>0.05, H_0 is accepted hence there is no relationship between trustworthiness and purchase intent in this case.

H_01 Purchase intent and influencers trustworthiness is independent
H_a1 Purchase intent and trust on influencers trustworthiness is dependent

H_01 is accepted in two cases where there is no significant relationship between purchase intent and trustworthiness. While trust Is an important factor for building relationships and greater following base, it has not able to covert that awareness value and trust into purchases in case of sponsored content and reviews but in case of new brands and products the trust variable is quite important as there is a significant relationship that exists.

2. Credibility:

Table 11:Correlation: Credibility

Correlations					
		Purchases intention	Influencers are reliable source of information	Number of followers is an important factor	Influencers have the best interest at heart for their followers
Purchase Intention	Pearson Correlation	1	.255*	.161	.283**
	Sig. (2-tailed)		.011	.111	.005
	N	99	98	99	99

Analysis: Table 12, To assess impact of credibility on consumer behavior, we have chosen Three variables as follows:

- Influencers have the best interest at heart for their followers: 0.11< 0.05, H_0 is rejected Hence there is relationship between credibility and purchase intent.
- Number of followers is an important factor for assessing credibility of influencers: 0.111> 0.05, H_0 is accepted Hence there is no relationship between credibility and purchase intent.
- Influencers are reliable source of information: 0.005< 0.05, H_0 is rejected Hence there is a relationship between credibility and purchase intent.

H02	Purchase intent and influencers Credibility is independent
Ha2	Purchase intent and Influencers credibility is dependent

H02 is rejected in two cases. According to the above finding's respondents have shown a positive correlation between credibility and purchase decision. There is dependency of purchase decision on credibility of influencers. However number of followers is not a significant criterion for assessing credibility, nor does it have any impact on purchase decision. Thus brands should spend significant time and effort in searching for credible influencers to drive awareness and sales.

3.Physical Appearance:

Table 12:Correlation:Physical Appearance

Correlations			
		Purchase Decision and intention	Physical appearance of the influencer impacts my purchase intent
How many purchases have you made in the last year due to an online recommendation from an influencer?	Pearson Correlation	1	.203*
	Sig. (2-tailed)		.044
	N	99	99
*. Correlation is significant at the 0.05 level (2-tailed).			

Analysis: Table 13, Physical appearance of the influencer impacts my purchase intent

H03	Purchase intent and Influencers Physical Appearance is independent
Ha3	Purchase intent and Influencers Physical Appearance is dependent

According to above table, p value in this case is less than 0.05. Hence, $H_0$3 is rejected stating that there is relationship between physical appearance and purchase intent. Thus brands should choose influencers who have strong personalities and good physical appearances in this sector specially.

4.Expertise:

Table 13: Correlation: Expertise

Correlations				
		Purchase Intention	Experience of an influencer is true indication of his/her credibility	Influencers are experts in their respective fields
Purchase Intention	Pearson Correlation	1	.106	.275**
	Sig. (2-tailed)		.297	.006
	N	99	99	99
**. Correlation is significant at the 0.01 level (2-tailed).				

Analysis: Table 14, To assess impact of Expertise on consumer behaviour, we have chosen Three variables as follows

- Experience of an influencer is true indication of his/her credibility: $p > 0.05$, H_0 is accepted Hence there is no relationship between experience and purchase intent.
- Influencers are experts in their respective fields thus my purchase decisions are based on their recommendations: $p < 0.05$, H_0 is Rejected Hence there is relationship between expertise and purchase intent.

H_04 Purchase intent and Influencers Expertise is independent
H_a4 Purchase intent and Influencers Expertise is dependent

H_o4 is accepted in case of experience thus experience is not an effective factor to drive purchases, whereas respondents consider influencers to be experts and consider it an important factor while making purchases based on influencer recommendations.

V SUMMARY OF FINDINGS

- The total variation in the dependent variable that is 'Customer Purchase Intent' can be explained by the independent variables namely 'Trustworthiness' ,'Credibility', 'Physical Appearance',' Expertise, 'Experience'.
- The Influencer marketing strategies used by beauty product brands for driving purchases have a moderate to high influence on followers of these influencers. Brands favour it because of its high awareness value, customer experience and most importantly the reach of the influencer. It helps in creating and retaining favourable brand image.
- Influencer marketing enjoys a wide population of extremely loyal followers who are active in various websites like Instagram, YouTube, Pinterest, snapchat etc. A higher preference was against Instagram, Facebook and YouTube
- An influencer marketing extremely popular among the age group 18-25 where there is no substantiate difference between females and males in terms of awareness and NPS. There is a higher preference of targeting Gen z users due to their activeness on social media.
- The main reason for the growth of influencer marketing is the increasing reach of social media, It very important for brands to have

On the basis of stages consumer behavior model, the following results are presented:

- Less than half of the population make purchases based on recommendation by influencers but at the same time they use influencers to discover new trends and brands. This implies that : Influencer marketing is very effective in **need recognition and information search stages**. Majority of the population feels that influencers provide a reliable source information and have the best interest at their heart. Their expertise and experience contributes to their credibility thus is an effective mode of creating awareness and comparing different products on bases of reviews. Around 50% of the respondents are ready to try new products based on their recommendations which is quite an interesting fact. New brands looking to build brand equity in terms of brand recall and image should opt for influencer marketing.
- Around 40% of the population resorts to influencers for reviews of the products, while 30% of the other respondents have taken a neutral stand. This is quite impressive and proves that influencer marketing is used to **compare alternatives as well.** However in depth study would be required as this variable is not enough to provide reliable results.
- While this form of promotion is effective in initial stages of consumer behaviour, it is not enough to covert customers and drive sales as it is usually hampered by sponsored content, too many endorsement and too many influencers. Majority of respondents are affected by the physical appearance, Trustworthiness, Credibility and expertise of the influencer. Consumers will only buy the recommended product if there is presence of the following factors as they pose a positive relationship with Purchase Intention. Brands should employ influencers who have charismatic physical appearance, Expertise, have proved to be reliable with best interest and heart and have managed to hone trust to drive sales. Influencers have proven to be most effective for new brand and product recommendations. Sponsored content, Number of followers , experience have displayed no relationship with purchase intention.
- As there is cut throat competition, consumers often face confusion. It becomes very difficult for them to perceive influencer motives (money , affection etc.) Thus quite a few respondents do make purchases based on influencer marketing (32/99). The

variables chosen for study also show neutral responses, thus have a scope for studies with respective to identification of factors hampering sales based on influencer marketing. Influencer marketing is therefore partially enough to drive **purchase decision.**

- To assess how influencer marketing can be used in **pre purchase stage and post purchase stage**, we considered the net promoter score of influencer marketing where 40% of the respondents had a positive response. This implies that influencer endorsements is effective in generating conversations and salience for the brands. Brands should leverage influencer marketing to drive engagement and build long term relationships. This score indicates whether consumers are willing share reviews and product details with friends and family and are satisfied after purchase .
- Overall experience of influencer marketing is quite impressive. majority have shown a positive favourability towards this form of advertisement and has proven to be a viable alternative to traditional promotional mix.
- The perceived influencer motives are essential for driving sales, thus brands and influencers should focus on how they can create favourable perception of influencer motives
- The depth of influencer marketing can be aimed higher if influencers show the impact of the products over a span of time and not bombard followers with sponsored post.

5.1 Recommendations

The following are some of the recommendations to various brands in makeup industry based on research and findings conducted in the given survey:

- Influencers marketing is useful for creating brand recall and building a favourable image for new brands. While the experienced brands with high brand awareness and visibility can leverage this form of promotion for building relationships through engagement, giveaways and reinforcement of the brands.
- Purchase decisions regarding Health and beauty products involve high level of trust, thus influencers should focus more on organic posts and real-life experiences with products to build a sense of trust.
- Though the tests do not display very high degree of correlation on account of purchase intent but the various factors taken into consideration do contribute to positive brand positioning and drive considerable sales. Thus, brands should select influencers based on credibility, motives, experience, reach, appearance and expertise.
- Brands should create unique campaigns in collaboration with influencers to not get lost in the clutter.

IV CONCLUSION

In the era of digital clutter, it's very essential for brands to be active and relevant on social media. It's also imperative to stand out and engage with the audience to improve brand salience and create a favorable brand image. In case of health and beauty industry there are several competing brands and n number of influencers promoting several sponsored and non-sponsored brands. The main focus of cosmetic brands is to target Gen Z consumers and social media has been the best medium for spreading awareness about new brands and the image of existing brands. It is necessary for brands to convert from traditional means of advertisements to more promising integrated marketing communication to leverage the realm of digitalization. The emergence of influencer marketing was breakthrough in the field of marketing as it associated the expertise and popularity of these influencers in their respective niches. This allows brands to the reach their right target audience and influence their behavior.

"According to Zefmo Media's India Marketing Influence Report 2019 (Social Samosa, 2019), 65% of strategic marketers believe that this promotional mix is very useful in raising brand awareness and remembering, while 50% also feel that it is necessary for sustaining and building sentiments and associations. Creating brand recognition is critical too. Marketing influencer has seen tremendous growth and is predicted to be worth $10bn by 2020. Although it has its own collection of drawbacks such as poor endorsements, influencer money motivations, fake followers, etc., the pros are sufficient to overshadow their disadvantages and will not slow down in the coming years. Social Samosa.com also (social samosa.com, 2019) reports that 89% brands opt for Instagram for their influencer endorsements. Next social media sites popularly used are YouTube, Facebook etc. Point to be noted influencer marketing is also preferred due to its cost effectiveness as compared to celebrity endorsements, TV ads etc.

The main aim of this study is to understand the role of Influencer credibility, trustworthiness, expertise, sponsored content, physical awareness in driving sales through influencer endorsements. The results were expectedly positive with considerable impact of these variables on purchases. A worthy pointed to be noted here is that only actual purchases were compared and consideration to purchases was not included. This study also analysed if there exist any relationship between gender and online behaviour and perception of influencers. Again there wasn't any significant difference in the behaviour of males and females. This proves that similar strategies can used to target both male and female demographics.

According to few other research papers while influencer marketing is not dependent on gender, it is dependent on age. Hence marketers should articulate different campaigns for gen Z and Gen Y consumers. This research explains the results of the survey with the help of consumer buying behavior model. Influencer marketing is most effecting in the need recognition and information search as it creates awareness and positions the brand in the minds of consumers. It also helps in evaluating alternatives and is effective in purchase decision but not in post purchase evaluation stage as it is in the previous stages due to probable reasons like too many posts, sponsored content, lack of incentive to review and share the awareness etc.

The intention of this study was just not assessing perception of influencer marketing but also to understand the realms of this area and online behavior of consumers. This will enable brands to constructively create, implement and track effective online strategies.

There are several limitations of this study like not considering combined R value for every variable, not considering sub factors of all the variables etc giving rise to wide scope for research. This field is still in its nascent stage with huge scope for development and innovation. It's not a passing fad but is here to stay. Thus health and beauty products should constantly focus on how they can leverage the expertise of these influencers who are so close to customers and maintain their social media position. On social media, though many brands have already gained the chunk of influencer marketing, there is still a lot to unleash and discover. There is a need of significant contribution of analytics, metrics to be used for assessing its impact and other developments as this will be an area of huge investments and transformation.

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