

The Impact of Influencer Marketing on Consumer Behaviour in the Cosmetic Industry

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Abstract: *In the digital age, social media has transformed consumer and business interactions by enabling direct engagement and product discovery. Influencer Marketing This is a major trend driven by the rapid growth of social media users. It has transformed traditional advertising by leveraging individuals with large followings to promote brands. This will increase your credibility and trust. and effectively attract consumers through personalized certifications The cosmetics industry is a growing product variety and innovation. Benefit greatly from influencer marketing. Especially in promoting new organic products. This study used a descriptive quantitative approach. It used an online questionnaire and PSPP software to analyze data from 110 participants. The results indicate that Instagram is the preferred platform for engaging content. While online reviews and ratings play an important role in purchasing decisions, Generally, consumers prefer to buy products in person but rely on online reviews as a guide when buying cosmetics. The study revealed mixed perceptions about the impact of influencer marketing. with a significant proportion remaining neutral or unsure about the effectiveness of marketing. Overall, transparency, trustworthiness and engaging content is critical to leveraging influencer marketing to positively influence consumer behavior.*

Keywords: Influencer marketing, Consumer behaviour, Cosmetics, Purchase Decisions

