

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

I. INTRODUCTION

In the current digital era, social media has emerged as a powerful force, reshaping how people interact and communicate. These online platforms enable users to create and share content, enhancing the way conversations unfold. Social media acts as a bridge between society and businesses, allowing influencers and consumers to discover new products. It provides an effective way for businesses to thrive, fuel growth, and enhance their value by shifting the focus from traditional advertising to digital marketing strategies. As the number of social media users rapidly increases, influencer marketing has gained significant traction. It has revolutionized how businesses connect with consumers by leveraging ordinary individuals with large followings to promote products and brands. In comparison to traditional marketing, influencer marketing helps companies build stronger customer trust. Influencers, with their close relationships with followers, can endorse products in an authentic and favorable manner. The primary aim of influencer marketing is to raise awareness, enhance knowledge, and drive product promotion. Today, influencer marketing spreads primarily through word of mouth, making it a powerful tool for brands to engage with their audiences genuinely. Influencers not only promote or endorse products but also share personal stories and insights, adding a personal touch that strengthens their recommendations. With the rise of digitalization, consumers increasingly rely on online reviews before making purchasing decisions, which has further fuelled the growth of influencer marketing.

The cosmetics industry encompasses a wide range of products, including personal care, hair care, skincare, makeup, and more. In recent years, there have been notable innovations, such as color cosmetics, which offer a variety of hues and shades. This has led to a surge in market demand. Cosmetics are especially popular among women who enjoy experimenting with different colors, hair dyes, and personal care products. Middle-aged individuals are particularly aware of aging concerns like wrinkles, spots, acne, pimples, and pigmentation. Anti-aging products are commonly used by many to maintain a youthful appearance by reducing fine lines, wrinkles, and dark spots. Influencer marketing



has proven to be a powerful tool for emerging and innovative cosmetic brands, enabling them to reach a broad audience. The growing demand for cosmetics has sparked fierce competition among various brands. When companies face challenges in launching new cosmetic products, influencer marketing becomes a key strategy. Celebrities and social media influencers act as trusted figures, helping brands promote their beauty products in the market. Organic and natural cosmetics, which incorporate ingredients like aloe vera, turmeric, essential oils, and more, are becoming increasingly popular. To provide quicker and more effective results for consumers, brands are turning to organic products, and influencer marketing plays a crucial role in promoting them. Consumers often rely on customer reviews and feedback to build trust, which ultimately influences their purchasing decisions. Influencer marketing holds significant sway over consumer behavior, guiding them toward particular actions, whether positive or negative. Consumers often look to influencers to decide whether to buy a product or not, giving these influential figures considerable decision-making power. Consumer choices are also shaped by cultural influences, personal preferences, reputation, advertising, and social networks. Other factors such as lifestyle, values, quality, price, and ingredients play a crucial role in shaping consumer preferences as well.

1.1 STATEMENT OF THE PROBLEM

The cosmetic industry has witnessed significant growth in recent years, partly driven by the rapid expansion of social media platforms and the rise of influencer marketing. Influencers individuals with a large and engaged following on platforms like Instagram, YouTube, and TikTok have become key figures in shaping consumer preferences, behaviours, and purchasing decisions. However, the extent to which influencer marketing influences consumer behavior within the cosmetic industry remains underexplored. While some studies have suggested that influencer marketing increases brand awareness and sales, there is a need for deeper insights into how it specifically affects consumer trust, purchase intentions, brand loyalty, and perceptions of cosmetic products. Furthermore, factors such as the authenticity of influencers, the type of content they create, and the alignment between influencers' personal brand and the cosmetics they promote are critical to understanding the true impact of influencer marketing. This study aims to examine the role of influencer marketing in shaping consumer behavior within the cosmetic industry. Specifically, it seeks to identify how influencer marketing influences consumers' purchasing decisions, the factors that drive these influences, and the implications for cosmetic brands' marketing strategies.

1.2 REVIEW OF LITERATURE

Laura Hofei (2021) examined how social media impacts consumer decisions in the cosmetic industry, focusing on influencer recommendations and online reviews. The survey, conducted with 126 participants, revealed that both influencer recommendations and online reviews significantly influence purchasing decisions, with online reviews having a stronger effect. The study was distributed through social media platforms to gather insights from internet users about their buying behavior.

Jay Kumar Dewangan and Uditan Trechan (2022) discussed the importance of marketing in the marketing mix and stated that marketing is becoming increasingly important than traditional advertising. Consumers prefer to connect with influencers rather than celebrities, and influencers provide more business solutions. The study also highlights the impact of social media on children, especially those that promote products such as children's meals and travel.

Noemie Gelati et al. (2022) investigated how the beauty and fashion sectors utilize social media to target consumers, particularly teenagers. Using qualitative methods, the study found that influencers drive purchases through authentic reviews and sample promotions. Influencers have a substantial daily impact on teenagers' buying choices and are successful in appealing to new generations and diverse consumer groups.

Ronn Alexis V. Castillo et al. (2022) studied the role of influencers in connecting brands with their target audiences via social media. Employing descriptive and quantitative methods with 385 respondents, the research examined the reliability of the cosmetic industry. The findings showed that Gen Z spends a considerable amount of time on social media, with a heightened interest in cosmetics and beauty products, shaping strategies for marketing, product development, and pricing.



Durga Varma & Subha K. (2023) analyzed how social media influencers affect the purchasing intentions of youth aged 15 to 25. Through a descriptive research method with 176 participants, the study concluded that while influencer marketing educates consumers about brands and products, it is the brand's popularity, rather than the creativity of influencer promotions, that predominantly influences purchase intentions.

Ishvinder Singh Ahluwalai, Subasish Mohanty et al. (2023) explored the impact of influencer marketing on consumer attitudes in the Indian market through quantitative research and online surveys. The study found that influencer marketing positively influences consumer behavior, enhancing purchasing intentions and brand acceptance. Influencers help consumers discover new products and foster positive relationships, strengthening the overall effectiveness of influencer marketing.

Naincy Prajapati (2023) examined how influencer marketing successfully reaches target audiences and positively impacts consumer behavior. Through exploratory research and secondary data, the study emphasized that brands increasingly rely on influencers to promote their products. It also highlighted the importance of transparency and ethical practices in influencer-brand partnerships to maintain long-term relationships with followers and customers.

Ragul Kumavat, Dr. Chandrakant Hake et al. (2023) found that influencer marketing significantly expands a brand's reach compared to traditional advertising. Using a mixed research approach with 500 respondents, the study demonstrated that influencer marketing effectively boosts sales, brand awareness, and customer engagement, thereby supporting product growth in the market.

1.3 OBJECTIVES OF THE STUDY

- To examine the influence of influencer marketing on consumer behavior.
- To analyze the ways in which influencer marketing shapes consumer behavior.
- To know the effect of online reviews on purchasing choices within the cosmetic industry.

1.4 RESEARCH METHODOLOGY

This study adopted a pragmatic approach to investigate the effect of influencer marketing on consumer behavior. To achieve this, questionnaires were created focusing on different factors such as social media influences, consumer attitudes, purchase intentions, and influencer marketing. Data were gathered online through Microsoft Forms, with a total sample of 110 participants, employing a convenience sampling method. The research design was descriptive, and the quantitative data were analyzed using PSPP software.

1.5 RESULT AND DISCUSSION

Table 1: Demographic Profile

Particulars	Frequency	Percentage
Gender		
Male	50	45.45
Female	60	54.55
Total	110	100
Age		
Below 15	2	1.82
16 to 25	82	74.55
26 to 35	11	10
36 to 45	8	7.27
46 to 55	4	3.64
Above 55	3	2.72
Total	110	100



Demographic Profile shows that respondents for this research are 110. Out of 110 respondents, 50 are male (45.45%) and 60 are female (54.55%). Majority of the population falls within the 16 to 25 age range, making up 74.55% of the total. 1.82% in the below 15 category, 26 to 35 (10%), 36 to 45 (7.27%), 46 to 55 (3.64%), and above 55 (2.72%) age ranges are relatively low.

Table 2: Hours spend on social media in a day

Particulars	Frequency	Percentage
Less than 3 hours	50	45.45
Between 3 to 6 hours	40	36.37
More than 6 hours	20	18.18
Total	110	100

Hours spend on social media in a day shows that 45.45% are spending less than 3 hours on social media in a day, 36.37% are spending between 3 to 6 hours in a day, 18.18% are spending more than 6 hours in a day. The maximum of the respondents spending hours on social media is less than 3 hours.

Table 3: Preferred Platform

Particulars	Frequency	Percentage
Most preferred Platform		
YouTube	23	20.90
Facebook	4	3.63
Instagram	61	55.45
WhatsApp	17	15.46
Others	5	4.56
Total	110	100
Least Preferred Platform		
YouTube	23	20.90
Facebook	30	27.28
Instagram	15	13.63
WhatsApp	30	27.27
TikTok	4	3.64
Others	8	7.28
Total	110	100

That most preferred platform is Instagram and least preferred platform is Facebook and WhatsApp. Preferred Platform by the respondents shows that 20.90% of the respondents are preferred YouTube. 3.63% of the respondents are preferred Facebook. 55.45% of respondents are preferred Instagram. 15.46% of respondents are preferred WhatsApp. 4.56% of respondents are preferred others. The least preferred platform is 20.90% of the respondents are preferred YouTube. 27.28% of the respondents are preferred Facebook, 13.63% of the respondents are preferred Instagram, 27.27% of the respondents are preferred WhatsApp, 3.64% of the respondents are preferred TikTok, 7.28% of the respondents are preferred Others.

Table 4: Mislead by influencer endorsement

Particulars	Frequency	Percentage
Yes	12	10.91
No	63	57.27
Maybe	35	31.82
Total	110	100

Ever Felt Misled by an Influencer's Endorsement it shows that 10.91% of the customers are misled by influencers, 57.27% of the customers are not misled by the customer and 31.82 % are maybe misled by the customer. The maximum customer is not misleading by the influencers, because influencers are truthful to their customer.



Table 5: Following any influencer on social media

Particulars	Frequency	Percentage
Yes	63	57.27
No	47	42.73
Total	110	100

Following influencers on social media shows that 57.27% of the respondents are following the influencers on social media, 42.73% of the respondents are not following any influencers on social media. The maximum of the respondents is following the influencers on social media. so, we can consider that most of them are purchasing the product based on influencer reviews, which can lead to positive impact or sometimes be misled by the influencer.

Table 6: Frequent Online Purchases of Cosmetic Products

Particulars	Frequency	Percentage
Rarely	43	39.09
Occasionally	28	25.45
Frequently	14	12.73
Never	25	22.73
Total	110	100

Frequent online purchases of cosmetic products shows that 39.09% of customers are rarely purchase the cosmetic product through online, 25.45% of customers are occasionally purchasing the cosmetic product through online, 12.73% of customers are frequently purchasing the cosmetic product through online, 22.73% of customer never purchase cosmetic product through online. The maximum customer is rarely purchasing the cosmetic product, because there is no chance to test the cosmetic product.

Table 7: Reading online review before making a cosmetic purchase

Particulars	Frequency	Percentage
Always	52	47.27
Rarely	18	16.37
Often	32	29.09
Never	8	7.27
Total	110	100

Reading online review before making a cosmetic purchase shows that a substantial portion of consumers 47.27% always reads online reviews before purchasing cosmetic products, indicating that reviews play a crucial role in their decision- making process. Additionally, 29.09% of consumers often check reviews, showing that a significant majority prioritize this information. Conversely, 16.37% of individuals rarely consult reviews, and only 7.27% never do. This suggests that while reviews are highly influential for many, a smaller segment of the market may rely less on them when making cosmetic purchase.

Table 8: Impact of Ratings on Cosmetic Product Purchases

Particulars	Frequency	Percentage
Extremely important	50	45.45
Somewhat important	27	24.55
Neutral	23	20.90
Extremely not important	5	4.55
Somewhat not important	5	4.55
Total	110	100



The impact of ratings on cosmetic product purchases reveals that 45.45% of customers place extreme importance on the overall rating of a cosmetic product when making a purchasing decision. 24.55% of customers consider the overall rating to be somewhat important in their decision-making process. 20.90% of customers view the overall rating with neutral importance. 4.55% of customers do not assign significant importance to the overall rating of the product. 4.55% of customers also do not consider the overall rating to be somewhat important. The majority of customers (45.45%) attach extreme importance to product ratings, as these ratings help them assess the quality and benefits of the product. This indicates that ratings are a critical factor in influencing cosmetic product purchases, as they provide valuable insights into product performance and customer satisfaction.

Table 9: Most engaging factors in social media

Particulars	Frequency	Percentage
Videos	52	47.28
Text	34	30.90
Image	24	21.82
Total	110	100

Most Engaging Factors on social media are 47.28% of customers prefer videos, 30.90% of customers prefer text, 21.82% of customers prefer images. The majority of customers (47.28%) find videos to be the most engaging content type on social media. Videos are particularly appealing as they effectively capture attention and make it easier for viewers to understand concepts and information. This preference highlights the effectiveness of video content in engaging and communicating with audiences.

Table 10: Overall impact of influencer marketing on consumer behaviour

Particulars	Frequency	Percentage
Very positive	6	5.46
Positive	35	31.83
Neutral	66	60
Negative	2	1.81
Very negative	1	0.90
Total	110	100

Overall impact of influencer marketing on consumer behaviour shows that 5.46% are very positive impact of influencer marketing on consumer behaviour, 31.83% are positive impact of influencer marketing on consumer behaviour, 60% are neutral impact of influencer marketing on consumer behaviour, 1.81% are negative impact of influencer marketing on consumer behaviour, 0.90% are very negative impact of influencer marketing on consumer behaviour. The maximum consumer behaviour is positive because they create awareness about the product which helps the customer to buy the product without any hesitation. It also helps to increase the product demand and profitability.

Table 11: Influencer Recommends Purchasing a Desired Product

Particulars	Frequency	Percentage
Strongly agree	12	10.90
Agree	33	30
Neither disagree nor agree	29	26.37
Disagree	17	15.46
Strongly disagree	19	17.27
Total	110	100

Influencer recommends purchasing a desired product shows that 30% agree that influencers recommend buying needed cosmetic products. 10.90% strongly agree that influencers recommend buying needed cosmetic products. 26.37% are neutral, neither agreeing nor disagreeing with the recommendation. 15.46% disagree with the idea that influencers recommend buying needed cosmetic products. 17.27% strongly disagree that influencers recommend



buying needed cosmetic products.

Table 12: Influencer marketing creates awareness to discover new product

Particulars	Frequency	Percentage
Strongly agree	21	19.09
Agree	42	38.19
Neither disagree nor agree	25	22.73
Disagree	13	11.81
Strongly disagree	9	8.18
Total	110	100

Influencer marketing creates awareness to discover new product shows that 38.19% of customers agree that influencer marketing helps in discovering new products, 19.09% strongly agree with the idea that influencer marketing facilitates product discovery, 22.73% are neutral, neither agreeing nor disagreeing about influencer marketing's role in discovering new products, 11.81% disagree that influencer marketing aids in product discovery and 8.18% strongly disagree with this view.

Table 13: Disappointment with Product Purchases Based on Influencer Recommendations

Particulars	Frequency	Percentage
Strongly agree	11	10
Agree	13	11.82
Neither disagree nor agree	47	42.72
Disagree	26	23.64
Strongly disagree	13	11.82
Total	110	100

Disappointment with product purchases based on influencer recommendations shows 11.82% agree that they have been disappointed with a product purchased based on an influencer's recommendation, 10% strongly agree with being disappointed by such purchases, 42.72% are neutral, neither agreeing nor disagreeing about their disappointment with products purchased based on influencer recommendations, 23.64% disagree that they were disappointed with products bought following influencer recommendations, 11.82% strongly disagree that they were disappointed with these purchases. 42.72% are neutral regarding their disappointment with products recommended by influencers. This suggests that while influencer recommendations can sometimes fall short, leading to potential disappointment, many people may find that product experiences vary.

Table 14: Purchase based on influencer's recommendation

Particulars	Frequency	Percentage
Yes	49	44.55%
No	61	55.45%
Total	110	100

Purchase based on influencer's recommendation show 44.55% of customers make purchases based on influencer recommendations and 55.45% of customers do not make purchases based on influencer recommendations.

Table 15: Trust in Products or Services Recommended by Influencers

Particulars	Frequency	Percentage
Very likely	10	9.09
Somewhat likely	26	23.64
Neutral	66	60
Somewhat unlikely	6	5.45
Very unlikely	2	1.82
Total	110	100



Trust in products or services recommended by influencers shows that 9.09% of customers are very likely to trust a product or service recommended by an influencer, 23.64% of customers are somewhat likely to trust such recommendations, 60% of customers are neutral about trusting products or services recommended by influencers, 5.45% of customers are somewhat unlikely to trust these recommendations, 1.82% of customers are very unlikely to trust influencer recommendations. The majority of customers (60%) are neutral regarding their trust in products or services recommended by influencers. This neutrality suggests a cautious or reserved approach towards influencer endorsements. While some customers may trust influencers due to a perceived connection, trust issues can arise if the promoted products have negative impacts or transparency concerns.

II. FINDINGS

- The majority of the respondents (74.55%) fall within the 16-25 age group, indicating a youthful audience engaged in social media and influencer marketing.
- The gender distribution is relatively balanced, with 45.45% male and 54.55% female participants, suggesting a diverse sample.
- A significant portion (45.45%) of respondents spends less than 3 hours daily on social media, while 36.37% spend 3-6 hours, indicating that social media usage is quite prominent among respondents.
- Instagram is the most preferred platform (55.45%), while Facebook and WhatsApp are the least favored platforms, with respondents generally more engaged with platforms offering dynamic and visual content.
- Videos are the most engaging form of content (47.28%), highlighting the preference for rich media that provides interactive and visual appeal.
- A substantial portion (57.27%) of respondents follow influencers on social media, which demonstrates the pervasiveness of influencer culture in shaping consumer behavior.
- Despite the widespread engagement with influencers, 55.45% of respondents do not make purchases based on influencer recommendations. This suggests that while influencers drive awareness, they do not always translate into direct sales.
- Trust in influencer recommendations is mostly neutral (60%), indicating a cautious stance from consumers toward influencer-driven endorsements. This neutrality likely stems from concerns about the authenticity and transparency of influencer promotions.
- Positive Impact: 31.83% of respondents view the overall impact of influencer marketing on consumer behavior positively, while 5.46% feel it has a very positive impact. This reflects the ability of influencers to create awareness and attract interest in products.
- Neutral Stance: A significant proportion (60%) of respondents are neutral about influencer marketing's impact, which indicates that many consumers are not heavily influenced by such endorsements.
- Disappointment with Products: 42.72% of respondents report being neutral about whether they have been disappointed by products recommended by influencers, with 23.64% disagreeing that they have been disappointed. This shows that while some influencers might fail to meet expectations, many respondents have neutral or positive experiences.
- Cosmetic Purchases: A large proportion of respondents (39.09%) rarely purchase cosmetic products online, likely due to the inability to test products physically. However, 25.45% of respondents purchase cosmetics occasionally, highlighting an interest in online shopping for cosmetics.
- Reviews and Ratings: Reading reviews is crucial for 47.27% of respondents before making cosmetic purchases. Similarly, 45.45% of respondents consider product ratings extremely important when deciding to purchase cosmetics. This underlines the significance of online reviews in the decision-making process, which is further enhanced by influencer endorsements.
- Engagement with Influencers: While influencer marketing plays a role in raising awareness and guiding consumers toward new products, only 44.55% of respondents actually make purchases based on influencer



recommendations. This suggests that influencers have a relatively moderate but important impact on purchasing decisions.

- A majority of respondents (60%) are neutral about trusting influencer recommendations, and only a small proportion (9.09%) are very likely to trust such endorsements. This highlights a general caution among consumers towards blindly trusting influencer promotions, possibly due to concerns over product authenticity and the commercial nature of many influencer partnerships.
- A majority (38.19%) agree that influencer marketing helps them discover new products, with 19.09% strongly agreeing. This reflects the role of influencers in generating product awareness and sparking curiosity about new offerings.
- However, there is still a significant portion (22.73%) that remains neutral about the effectiveness of influencer marketing in product discovery, suggesting a portion of consumers may not see influencer-driven marketing as a primary source of new product information.

III.SUGGESTIONS

- The findings suggest that influencer marketing has a notable influence on purchasing decisions, though trust in influencers remains moderate. Instagram stands out as the most favored platform, and online reviews play a crucial role in cosmetic purchasing decisions.
- By focusing on trust-building, effective platform use, and customer satisfaction, brands can better harness the power of influencer marketing while addressing potential concerns related to product disappointment or trust issues.

IV. CONCLUSION

The study on the impact of influencer marketing on consumer behavior within the cosmetics industry offers a comprehensive analysis of how digital endorsements shape purchasing decisions. The findings suggest that influencer marketing has a mixed yet undeniably significant effect on consumer behavior, with both positive and neutral reactions observed across different aspects of consumer engagement. Influencer marketing has a significant, yet nuanced impact on consumer behavior in the cosmetics industry. While influencers play an important role in raising awareness and creating product discovery, their ability to influence purchasing decisions is tempered by consumer skepticism and the importance placed on reviews and ratings. To maximize the effectiveness of influencer marketing, brands need to focus on building genuine relationships with influencers, promoting authentic product experiences, and providing reliable customer feedback through reviews. Moreover, marketers should tailor their content to meet consumer preferences, particularly with video formats, and focus on creating long-term engagement rather than relying solely on one-off influencer endorsements. By adopting a strategic, transparent, and consumer-focused approach, brands can effectively leverage influencer marketing to enhance consumer trust, drive product sales, and improve overall customer satisfaction in the competitive cosmetics market.

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