

How Influencers Are Redefining Beauty Advertising

Submitted By

DEEKSHA NAINWAL 23GSOB2011387

MBA

UNDER THE GUIDANCE OF Prof. Shweta Singh

SCHOOL OF BUSINESS

GALGOTIAS UNIVERSITY

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ABSTRACT

This study explores how influencers are transforming the landscape of beauty advertising in the digital age. Social media has emerged as a powerful platform where influencers hold substantial sway over consumer opinions and purchase decisions. By leveraging their personal brand and authentic connections with followers, influencers are reshaping traditional advertising models in the beauty sector. This research examines the key elements that drive their effectiveness—such as relatability, trust, and active audience interaction. Furthermore, it investigates the ethical challenges surrounding influencer marketing, including concerns about transparency, credibility, and adherence to advertising guidelines. Through an indepth review of current literature, the study provides valuable insights into the evolving dynamics between influencers and beauty advertising, offering guidance for marketers, brands, and regulatory bodies.

INTRODUCTION

Marketing in the twenty-first century has undergone a fundamental transformation, marked by the rapid rise of digital platforms and shifting consumer expectations. Traditional advertising models, once reliant on purchasing media space to promote products or ideas, are being reimagined through the lens of social media influence. Among the most significant developments in this new marketing paradigm is influencer marketing—a strategy that leverages the credibility, reach, and relatability of individuals who command strong followings on social platforms.

Influencer marketing blends the elements of conventional celebrity endorsements with content-driven storytelling, creating a hybrid form of promotion that resonates deeply with modern audiences. Unlike traditional advertisements, which often rely on scripted messages and polished visuals, influencer content offers authenticity, personal experience, and emotional connection. Consumers today seek more than aspirational imagery; they want real people sharing honest opinions and demonstrating everyday use of products. This demand for transparency and trust has positioned influencers as key players in the beauty industry's advertising strategies.

YouTube, Instagram, and TikTok have emerged as powerful platforms where beauty influencers create engaging content such as tutorials, product reviews, and transformation videos. These digital creators—ranging from industry experts to everyday users—have democratized beauty narratives, challenging long-standing standards by celebrating diversity in skin tones, body types, and gender identities. Their influence extends beyond product promotion; they shape cultural conversations, foster community, and push brands toward inclusivity and representation.

The rise of influencer marketing signals more than just a trend—it marks a redefinition of how beauty is perceived, marketed, and consumed. Brands now collaborate with influencers not merely as spokespeople but as co-creators of content and brand identity. This collaborative and human-centered approach has led to a more dynamic, consumer-centric advertising model that prioritizes relatability over perfection.

This study aims to explore how influencers are disrupting and reshaping traditional beauty advertising. It will analyze the strategies influencers use, the psychological and social impact of their content, and the ethical considerations surrounding their growing influence. Through this examination, the research will provide insights into the evolving relationship between consumers, influencers, and beauty brands in the digital age.

As reflected in the findings, the study offers valuable insights for beauty brands aiming to enhance their marketing strategies through influencer collaborations.

a) One key takeaway is that consumers place significant value on the **credibility and relational trust** they share with social media influencers. The perceived authenticity of an influencer plays a crucial role in shaping consumer attitudes and purchase intentions.

b) In the context of beauty products, the **physical appeal of influencers** contributes notably to their effectiveness. However, this attractiveness is most impactful when it is seen as **attainable and relatable**, allowing audiences to envision similar outcomes for themselves.

Furthermore, future research could explore how this phenomenon varies across different cultural landscapes. For example, European countries such as the United Kingdom, Italy, and France, where influencer culture is also prominent, may offer unique perspectives due to their distinct cultural attitudes compared to countries like India. Understanding these cross-cultural differences can offer more comprehensive insights into global influencer marketing trends.

Additionally, further studies could focus on **millennial male consumers**, particularly within niche industries like fitness or fashion, where influencer impact is growing rapidly. A broader investigation incorporating the views of both male and female consumers could yield deeper business intelligence, enabling brands to develop more inclusive and targeted influencer marketing strategies.

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The Shift in Communication: From Broadcast to Dialogue

In today's media environment, consumers—especially younger generations—have grown resistant to one-way communication from brands. Instead, they prefer interactive, relatable, and authentic dialogues with figures they trust. This shift is evident in the rise of influencer marketing, where content creators act as bridges between brands and audiences. As Andrea Roche pointed out, “younger consumers are difficult to engage with through traditional advertising, but they easily connect with influencers they've chosen to follow and trust.” This evolution aligns with Newman's assertion that Millennials have disrupted conventional marketing by demanding more genuine and meaningful interactions. These consumers have grown increasingly skeptical of overt brand promotions and expect more engaging, two-way communication that prioritizes transparency and shared values.

India's Changing Beauty Landscape

The Indian beauty industry has undergone a dynamic transformation over the past decade, influenced by rising digital connectivity, evolving cultural attitudes, and shifting consumer preferences. Where traditional forms of beauty advertising once relied heavily on television, print, and celebrity endorsements, consumers today are turning to digital platforms and social media influencers for beauty advice and recommendations. These influencers, who often create content on platforms like YouTube and Instagram, are seen as relatable and trustworthy, offering reviews and tutorials that resonate on a personal level.

This literature review aims to explore the growing impact of influencers in shaping beauty advertising strategies in India. It evaluates how influencers engage consumers, the effectiveness of their content, and how their role compares to that of conventional celebrities. Key themes include digital personalization, strategic brand collaborations, product placements, and the increasing reliance on electronic word of mouth (eWOM).

From Word of Mouth to eWOM

Social media platforms have revolutionized how people exchange opinions, giving rise to digital communities that form around shared interests. These online spaces have become powerful tools for what is known as electronic word of mouth (eWOM)—the digital equivalent of traditional recommendations. Unlike passive marketing methods, eWOM

involves active participation, where users share feedback, reviews, and personal experiences. Social media influencers are central to this dynamic, as their reviews and testimonials serve as credible endorsements in the eyes of their followers.

Consumers are more likely to trust influencers because they are perceived as "people like them"—not scripted actors or corporate representatives. This relatability makes influencer-generated content more compelling and trustworthy. According to emerging research, especially within the Indian context, consumers tend to rely on these online reviews because they perceive influencers as authentic, approachable, and informed.

Rise of Influencer-Driven Strategies

The beauty and cosmetics sector has been at the forefront of adopting influencer-driven strategies. Social media platforms have enabled consumers, particularly Gen Z and millennials, to explore and assess beauty products before making purchase decisions. Influencers are now key decision-makers in shaping consumer perceptions and encouraging buying behavior. Brands often collaborate with them through tactics like product seeding—where free items are sent in the hope of a review—or through paid partnerships that may include both scripted and unscripted promotions.

While some influencers enjoy creative freedom and provide honest insights, others are bound by commercial obligations to present only the positive aspects of a product. This affects how their content is received—audiences tend to respond more positively to unsponsored, transparent reviews that offer genuine personal experience. Credibility and trust remain at the heart of effective influencer marketing.

Role of Community Validation and Audience Engagement

Audience reactions—likes, comments, shares, and user-generated content—amplify the influencer’s impact. Platforms like Instagram further encourage social validation, where engagement from other users reinforces the perceived value of a product. Studies from international markets, such as Portugal, indicate that source credibility—which includes trustworthiness, expertise, and attractiveness—is a key determinant of consumer response. Influencers who consistently share authentic content are better positioned to foster lasting brand loyalty.

Female influencers, in particular, have demonstrated a unique ability to connect with young women, offering content that feels both aspirational and relatable. These relationships go beyond commercial intent, creating community-driven value that enhances brand trust.

LITERATURE REVIEW

In the evolving landscape of digital marketing, social media influencers have emerged as powerful players who are significantly reshaping the way beauty products are advertised. Unlike traditional celebrities, influencers are often seen as more relatable and authentic, which enhances their ability to connect with audiences on a personal level. Their content—ranging from makeup tutorials to honest product reviews—has redefined advertising by shifting the focus from polished, brand-driven messages to more organic, user-generated experiences. This form of marketing resonates particularly well with younger demographics who spend substantial time on platforms such as Instagram, TikTok, and YouTube. These platforms serve as visual spaces where influencers demonstrate product application, share personal beauty routines, and provide real-time feedback, thus creating a sense of trust and transparency among their followers.

Furthermore, the influence of these content creators is evident in how beauty brands now design their marketing strategies. Companies are increasingly opting for collaborations with influencers over traditional ad campaigns, recognizing that a recommendation from a trusted online personality can often result in higher engagement and conversion rates. From brand ambassadorships to limited-edition product lines co-created with influencers, this partnership model not only increases visibility but also fosters a deeper connection with the audience. However, this shift is not without challenges. Concerns about transparency have led to calls for clearer disclosures when content is sponsored. Regulations in many countries now mandate that influencers identify paid partnerships to prevent misleading advertisements. Despite these hurdles, the impact of influencers in transforming beauty advertising remains undeniable. They have made advertising more interactive, personalized, and accessible, turning everyday consumers into brand advocates and redefining how beauty products are discovered and purchased in the digital era.

Conclusion of Literature Insights

The insights from the reviewed literature emphasize that social media influencers have moved beyond the traditional role of brand endorsers to become pivotal figures in reshaping beauty advertising. Their ability to create authentic, relatable, and highly engaging content has redefined how consumers interact with beauty brands. Rather than passively receiving advertising messages, audiences now participate in a dynamic exchange where feedback, personal experiences, and genuine product reviews play a central role. Influencers contribute not only to product visibility but also to building brand narratives that reflect modern values such as inclusivity, individuality, and transparency. As a result, beauty brands are compelled to shift their focus from conventional advertising methods to more personalized and community-driven approaches. This transformation underscores a broader movement within the industry—one that values real connections, embraces diversity, and prioritizes consumer trust in a socially connected world.

INFLUENCER MARKETING

Influencer marketing is a contemporary promotional approach that utilizes the influence and credibility of individuals with large, engaged online followings to endorse products, services, or brand messages. These influencers are active on

platforms like Instagram, YouTube, TikTok, and blogs, where they build dedicated communities who trust their opinions and lifestyle choices. Unlike traditional celebrities, influencers grow their audience through personal storytelling and frequent interaction, which helps them appear more relatable and accessible to their followers.

At its essence, influencer marketing aims to foster genuine connections between brands and consumers. By collaborating with influencers, brands gain access to established communities where trust already exists, allowing marketing messages to come across as natural and authentic. Influencers use diverse content formats such as tutorials, unboxing videos, product reviews, sponsored posts, and giveaways, which tend to be perceived as sincere recommendations rather than overt advertisements.

One major advantage of influencer marketing is its precision in targeting specific market segments. Brands can work with influencers whose audiences closely match their target demographics—whether in beauty, fitness, fashion, gaming, or other niches. This targeted approach often leads to higher engagement and better returns compared to more general advertising. Additionally, social media's interactive features provide instant feedback, enabling brands to monitor campaign effectiveness and make adjustments quickly.

Despite its benefits, influencer marketing also poses challenges. It is important for brands to align with influencers who share their values and for influencers to maintain transparency about sponsored content. Any hint of dishonesty can erode trust and harm the reputations of both parties.

Overall, influencer marketing represents a shift from traditional one-directional advertising to a more interactive, relationship-focused strategy. It emphasizes storytelling, trust, and relatability, making it a vital tool for brands aiming to connect with today's digitally savvy consumers.

Advantages of Influencer Marketing:

- **Authenticity and Trust:** Influencers' personal experiences and honest sharing make their endorsements more believable and relatable than standard ads.
- **Precise Audience Targeting:** Collaborations allow brands to reach specific groups of consumers who are genuinely interested in their products or services.
- **Cost Efficiency:** Compared to conventional advertising, influencer partnerships, especially with smaller influencers, can be more budgetfriendly.
- **Enhanced Engagement:** Influencers' close relationships with their followers encourage more interaction—likes, comments, shares—that boost campaign impact.
- **Increased Brand Visibility:** Working with influencers exposes brands to new audiences who may have been unaware of them before, expanding brand recognition.

Questions

Q1: How has influencer marketing changed the way beauty brands connect with their audiences?

A1: Influencer marketing has shifted brand communication from a one-way promotional strategy to a more interactive and community-driven approach. By partnering with influencers, beauty brands can engage directly with niche audiences through trusted voices, making their outreach feel more personalized and authentic.

Q2: What factors contribute to the credibility of a beauty influencer?

A2: Credibility often stems from authenticity, consistency, and transparency. Influencers who provide honest reviews, disclose sponsorships, and engage meaningfully with their followers are generally perceived as more trustworthy. Their expertise, content quality, and relatability also play a key role in how their recommendations are received.

Q3: Why are micro-influencers becoming more popular among beauty brands? A3: Micro-influencers, despite having smaller followings, often boast higher engagement rates and stronger community bonds. Their content is perceived as more relatable and less commercialized, which resonates well with audiences seeking genuine product experiences. Beauty brands are increasingly turning to microinfluencers for cost-effective campaigns with deeper impact.

Q4: What role does influencer diversity play in shaping modern beauty standards? A4: Influencer diversity helps challenge narrow beauty ideals by representing a broader range of skin tones, body types, gender identities, and cultural backgrounds. When diverse influencers share their experiences with beauty products, they make the industry more inclusive and help consumers feel seen and validated in their unique identities.

Q5: In what ways can influencer marketing backfire for beauty brands?

A5: Influencer marketing can be risky if partnerships are not well-aligned. Issues such as lack of authenticity, misrepresentation of products, or association with controversial influencers can damage a brand's image. Additionally, failure to disclose paid collaborations may lead to consumer mistrust or legal challenges.

Q6: How are social media influencers shaping product development in the beauty industry?

A6: Influencers now play a consultative role in product innovation by providing feedback, identifying gaps in the market, and even co-creating products. Their close connection to their audiences allows them to reflect real consumer needs, prompting brands to develop more inclusive, effective, and on-trend products.

The objectives of the study:

- ❖ To identify which category of social media influencers attracts the largest audience within the beauty product sector.
- ❖ To examine the impact of social media influencers on consumers' purchasing decisions related to beauty products.
- ❖ To analyze the key factors that contribute to social media influencers' effectiveness in influencing purchase behavior for beauty products.

Research Design and Methodology

Research methodology refers to the systematic approach used to address a research problem. It encompasses various methods and techniques that guide the collection, analysis, and interpretation of data. Essentially, research is a structured and scientific pursuit of knowledge aimed at answering specific questions or testing hypotheses. Understanding the methodology is crucial as it provides clarity on the procedures and tools used to achieve the study's objectives.

Research Design

The framework guiding this research is a descriptive design, which focuses on collecting and analyzing data to describe characteristics or phenomena related to social media influencers and their impact on beauty product purchasing decisions. Descriptive research typically involves gathering quantitative data through instruments such as questionnaires, interviews, or observations. The analysis in this study was descriptive, aiming to provide clear insights and practical outcomes.

Sampling Design

The study's universe refers to the entire group of potential participants relevant to the research, which, in this case, includes individuals who engage with beauty-related content on social media. The target population for this study consisted of students and working professionals based in Dehradun, chosen as the sampling frame.

A total of 36 respondents were selected as the sample size for this research. The sampling method used was convenience sampling, a non-probability technique where participants are selected based on their availability and willingness to participate. Data was gathered through a structured questionnaire distributed among the selected participants. This sample survey approach facilitated the collection of relevant data to understand the influence of social media personalities on beauty product purchases.

DATA ANALYSIS AND METHODOLOGY

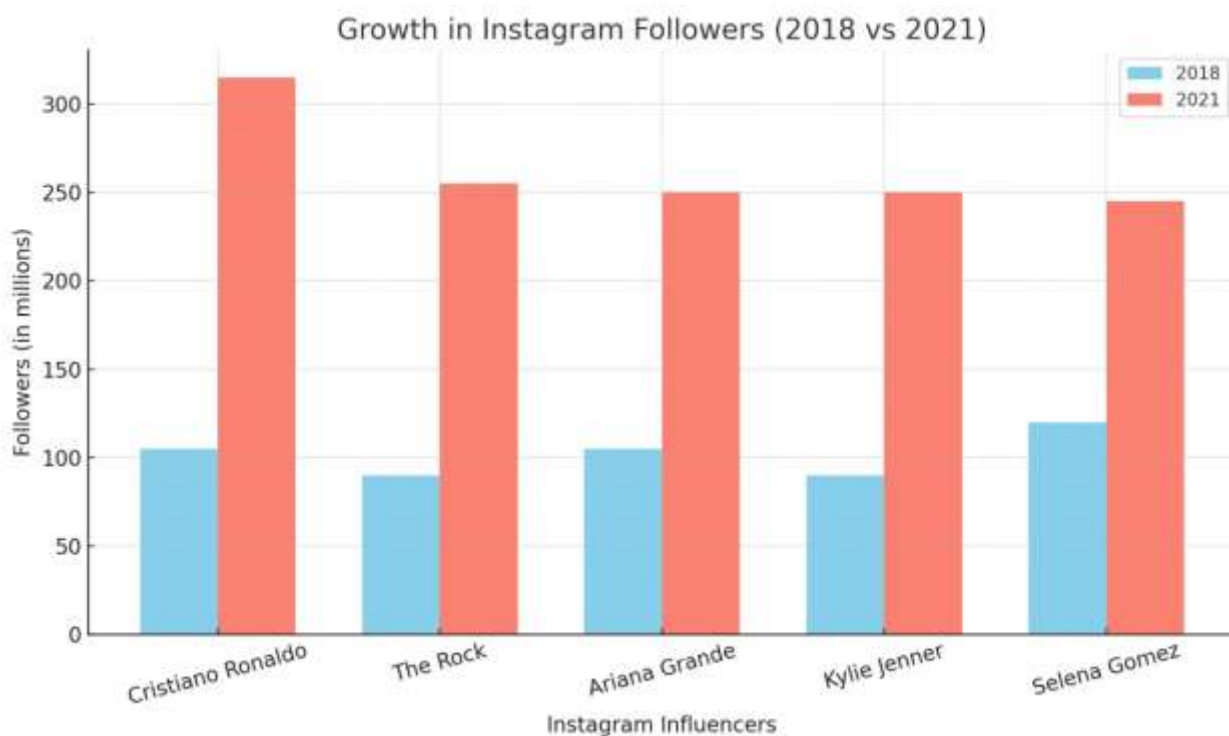
To assess how influencers are reshaping beauty advertising, it is crucial to collect and examine data that highlights their impact and overall effectiveness. Key indicators such as engagement levels, follower demographics, conversion metrics, and changes in brand perception help measure the success of influencer-led campaigns in the beauty industry.

Information is collected from leading social media platforms such as Instagram, YouTube, and TikTok, where beauty influencers are most active. Additional data is gathered through online consumer surveys and available brand performance reports. Metrics include follower numbers, the volume of likes, comments, and shares on influencer content, as well as insights into the target audience's age, gender, and interests. Comparative sales data before and after influencer partnerships, along with consumer feedback on brand awareness and purchasing behavior, are also examined to understand the overall influence of these campaigns.

The analysis begins with organizing and summarizing the data to identify patterns and trends. Engagement rates are calculated to understand how strongly audiences respond to influencer content. Demographic information is analyzed to check if influencer followers align with a brand's intended market. Changes in sales figures help determine whether influencer promotions lead to noticeable improvements in product performance.

To further explore public perception, comments and discussions on social media posts are reviewed to assess consumer sentiment. This helps in identifying how influencer messaging is received and whether it builds trust and interest. The return on investment (ROI) is also calculated by comparing the costs involved in influencer collaborations with the revenue generated from those efforts. Visual aids such as graphs and dashboards are used to present findings in a clear and concise manner, making it easier to spot trends and draw conclusions.

Finally, by interpreting the results, the study provides insights into the strengths and potential limitations of using influencers in beauty advertising. This helps identify what works well, what could be improved, and how brands can better utilize influencer partnerships. Recommendations are offered to enhance future marketing efforts, ensuring campaigns are more relatable, transparent, and effective.



Data Collection:

Data for this study was collected from both primary and secondary sources. Primary data, which refers to original information gathered firsthand, was obtained through a structured questionnaire designed to capture insights related to the influence of social media personalities on beauty product purchases.

Secondary data consisted of existing information collected and processed by others, such as articles, online reports, books, and industry magazines that provide background and context about influencer marketing trends in the beauty sector.

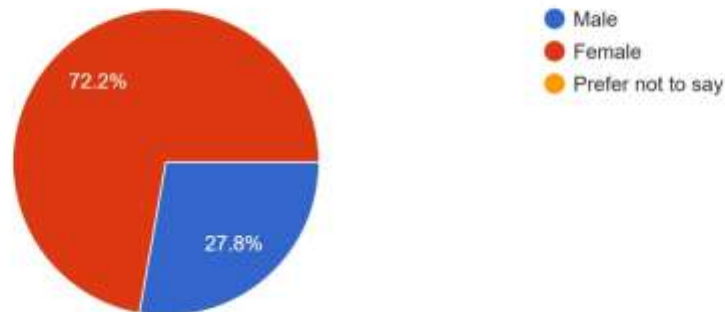
For data analysis and presentation, various tools were utilized to interpret the information gathered via the questionnaire distributed through Google Forms. These included statistical methods like percentages and visual aids such as bar graphs and pie charts, which helped in organizing, assessing, and presenting the results clearly and effectively.

6. Data Analysis and Interpretation

Q.1 Gender

Gender

36 responses

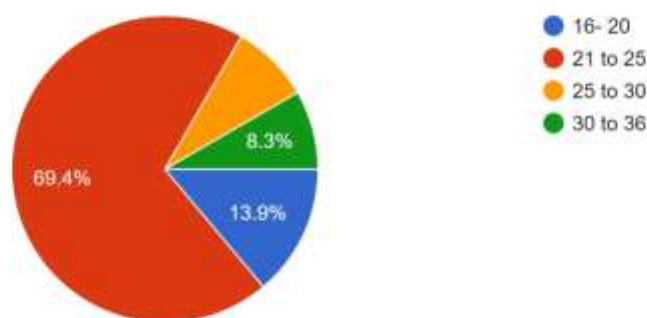


The result shows that the 72.2% of the respondents were females and 27.8% were males.

Q.2 Age

Age

36 responses

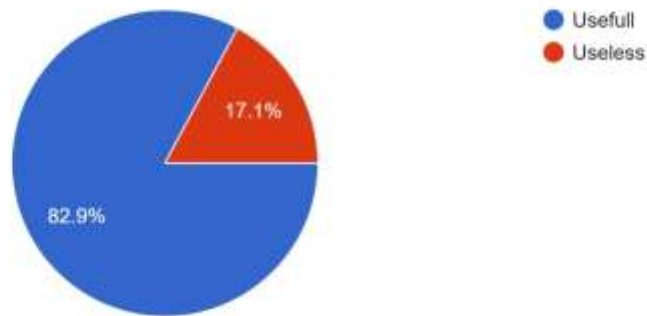


"The age distribution of the 36 respondents shows that the majority, 69.4%, fall within the 21 to 25 age group. This is followed by 13.9% in the 16 to 20 range, 8.3% in the 30 to 36 range, and a small portion in the 25 to 30 category. These figures suggest that most participants are young adults, particularly those in their early twenties, which is relevant to the demographic focus of this study."

Q.3 Does Traditional form of advertising attract you?

Does tradition firm of advertisements attract you?

35 responses

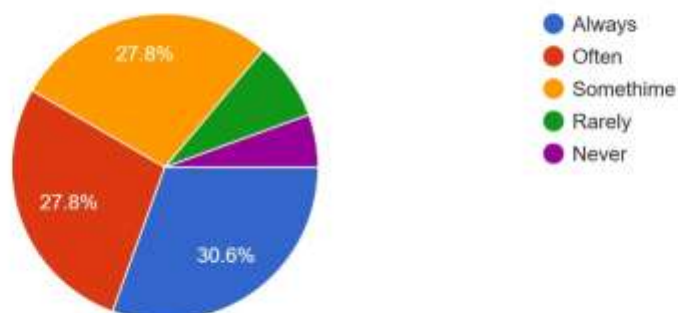


"Out of the 35 respondents, a large majority—82.9%—find traditional forms of advertisements to be useful, while only 17.1% consider them to be ineffective. This indicates that conventional advertising methods still hold significant value and appeal among the audience surveyed."

Q.4 Do you watch social media.

Do u watch social media content on social media

36 responses

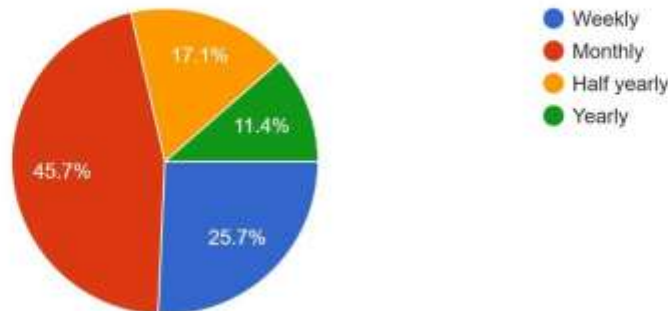


"According to the data, 30.6% of respondents stated they always watch social media content, while 27.8% watch it often and another 27.8% watch it sometimes. A smaller portion, 8.3%, rarely engage with such content, and only 5.6% said they never do. This indicates that the majority of participants are frequently exposed to content on social media platforms."

Q.5 How do you often buy beauty products?

How do you often buy beauty products

35 responses

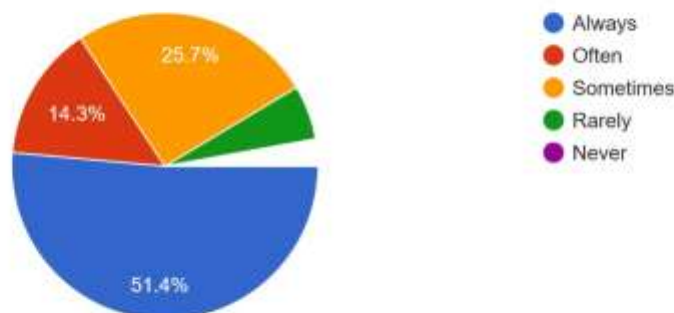


"The chart reveals that 45.7% of the respondents purchase beauty products on a monthly basis, making it the most common frequency. About 25.7% reported buying them weekly, 17.1% do so every six months, and 11.4% purchase them yearly. This suggests that most individuals tend to buy beauty products regularly, with a significant number engaging in monthly purchases."

Q.6 Do u search review of the product on social media?

Do u search review of the product on social media

35 responses

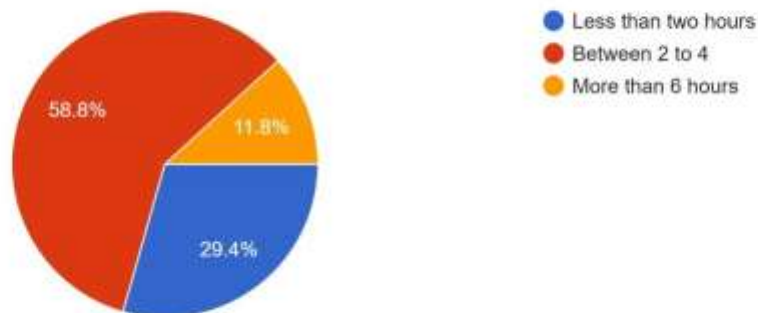


"The data shows that over half of the respondents (51.4%) consistently look up product reviews on social media before making a purchase. Additionally, 25.7% do so occasionally, while 14.3% search reviews often. A small portion, 8.6%, rarely check reviews. This indicates that social media plays a significant role in shaping consumer opinions and purchase decisions."

Q.7 How much hours do you spend on social media?

How much hours do u spend on social media

34 responses

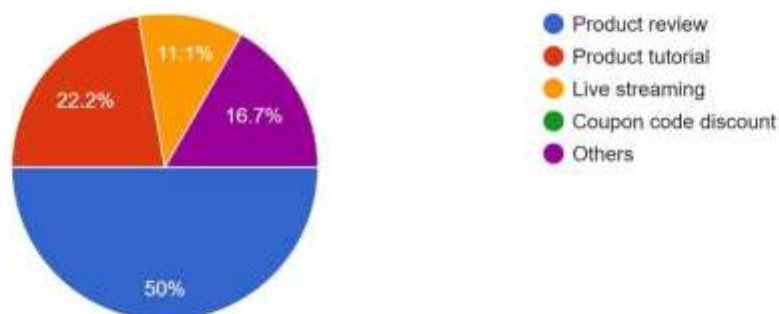


"According to the responses, a majority of participants (58.8%) spend between 2 to 4 hours daily on social media. Around 29.4% use it for less than two hours, while only 11.8% report spending more than six hours. This suggests that most individuals in the survey maintain moderate daily engagement with social media platforms."

Q.8 What are the factors that would interest you to watch the content?

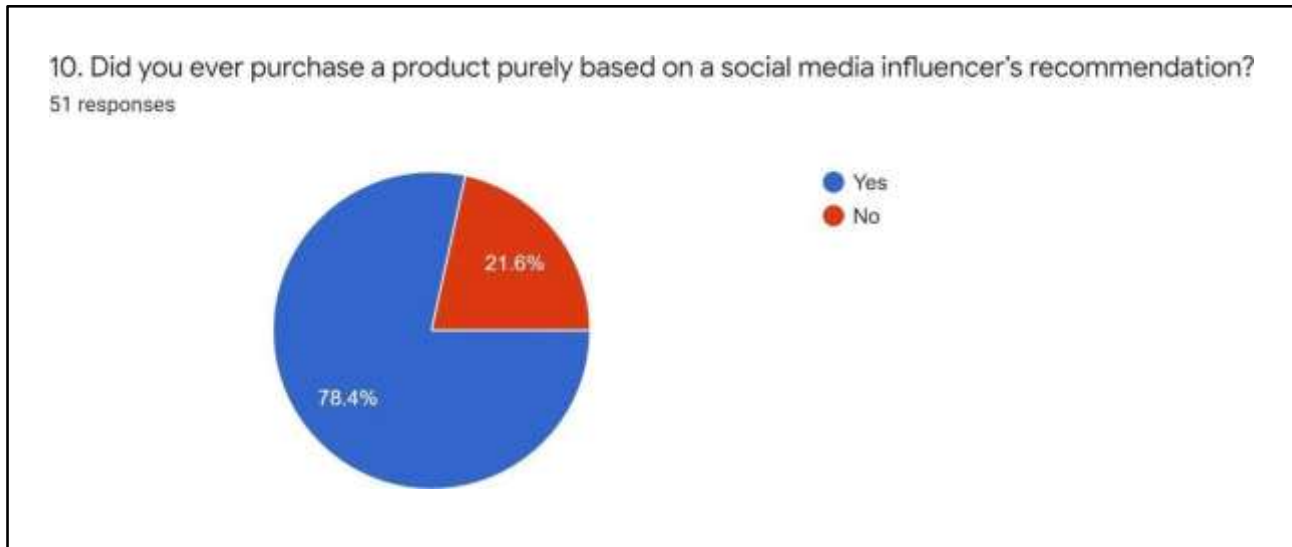
What are the factors that would interest u to watch the content

36 responses



"The data indicates that half of the respondents (50%) are most interested in watching content that features product reviews. Product tutorials attract 22.2% of the participants, while 16.7% are drawn to other types of content. Live streaming engages 11.1% of viewers. These results suggest that informative and review-based content holds the highest appeal among audiences."

Q10. Did you ever purchase a product purely based on a social media influencer's recommendation?



"The chart reveals that a significant portion of respondents (78.4%) have made purchases solely based on a social media influencer's recommendation. In contrast, 21.6% reported that they have not been influenced in this way. This highlights the strong persuasive power influencers hold over consumer buying behavior."

Q.11 What are your thoughts on digital advertising? 20 responses

Nothing

- 1) Promotion of brands to connect with customers using the internet and other forms of digital advertising
- 2) Good
- 3) Digital advertising put more impact on people, nowadays most of the people uses sns for their entertainment, so if we digitally do advertisement it impact and influence most of the people.
- 4) Sometimes it's good for all.
- 5) Na
- 6) Digital marketing is the best things for everyone because they attract people to buy it
- 7) Good
- 8) No comment

LIMITATION OF STUDY

As the saying goes, "What is worth doing is worth doing well." Ideally, one should aim for the highest standards in any endeavor. However, various limitations and challenges often affect the scope and accuracy of research projects. This study encountered several constraints that influenced its outcomes:

❖ The concepts of social media influencers, sponsored content, and online advertisements are still relatively new in many parts of India. Consequently, some participants found it difficult to fully understand or respond to related questions.

- ❖ Due to constraints in time and budget, conducting a survey across the entire country was not possible, and therefore, the research was confined to the city of Dehradun.
- ❖ The sample size was relatively small, which may limit the generalizability of the findings to the broader population.
- ❖ The COVID-19 pandemic restricted fieldwork and face-to-face interactions, resulting in a heavier reliance on online sources and digital data collection.
- ❖ Some respondents might have provided biased or incomplete information due to lack of interest or hesitation in sharing honest opinions.
- ❖ Additionally, limited familiarity with the subject matter among certain participants may have affected the accuracy of their responses.

Conclusion and Recommendation

Conclusion

In summary, influencer marketing has emerged as a vital strategy for businesses, especially within the beauty industry, to engage their target consumers and boost sales. This research focuses on assessing the influence of social media personalities endorsing beauty products in the Ernakulam region, with college students as the primary study group. The key objectives include identifying which category of influencers holds the greatest sway, understanding whether their endorsements drive purchasing decisions, and examining the factors that impact these decisions. The findings offer valuable insights for beauty brands on how influencer marketing can effectively reach and benefit consumers.

Nonetheless, the study faced certain limitations such as limited awareness of influencer marketing concepts among some participants, restricted time for data collection, and potential bias influencing respondents' answers. The research highlights notable gender-based differences in social media use, with platforms like YouTube and Instagram being favored more by female users, whereas Twitter tends to have a predominantly male audience. Gender also appears to influence purchasing behavior in areas like entertainment, though it does not significantly affect the reasons behind content consumption.

The sample primarily consisted of young females aged 19 to 25 who frequently use YouTube, often spending between two to four hours daily on the platform. Although only a small portion consistently views beauty-related content, entertainment and gaining product knowledge are major motivations for following beauty channels. Product reviews emerged as the most popular promotional method, and many participants indicated that influencer recommendations strongly impact their buying choices. Most respondents prefer consulting reviews before purchasing and feel that influencer marketing simplifies their decision-making process. Around half of the participants make beauty-related purchases on an annual basis, valuing expertise and credibility in beauty vloggers. Moreover, influencer endorsements were generally trusted more than those by traditional celebrities, though respondents were open to trying products without influencer backing if considered safe.

Recommendations

- ❖ To enhance the impact of influencer marketing, offering specific incentives such as discount coupons can encourage more consumers to make purchases. These incentives can significantly influence buyers' decision-making.
- ❖ It is important to consider and incorporate customer feedback to better align marketing strategies with consumer preferences.
- ❖ Influencers should possess thorough knowledge about the products they promote, including an understanding of the effects of the product's ingredients.
- ❖ Content creators are encouraged to maintain authenticity and avoid exaggerating the product's effectiveness, as consumers prefer genuine and trustworthy reviews from beauty influencers. This honesty can strengthen consumer trust in beauty brands.
- ❖ To boost brand awareness, influencers should provide detailed information about the ingredients used in the products.
- ❖ Product reviews should avoid being overly promotional, as excessive commercial content may reduce consumer trust.
- ❖ Influencers must present a balanced view by honestly sharing both the advantages and limitations of the products they endorse.

Findings

This study explored the influence of social media influencers on youth, particularly in relation to their engagement with beauty products. The findings showed that 20% of respondents experienced positive effects such as gaining knowledge about beauty products through influencer content. Another 20% appreciated how influencers helped them stay connected with trends and communities. Additionally, 28% found entertainment value in following beauty influencers, while 18% saw opportunities for personal growth and career insights related to the beauty industry. The results also highlighted some concerns, noting that excessive use of social media could lead to health issues and impact cultural values. It is important for users to remain mindful of cultural norms and ethical considerations while engaging with social media content.

Suggestions

It is recommended that social media users stay focused on the intended purpose of using these platforms, prioritizing informative and valuable content while being mindful of privacy concerns related to apps. Young adults, especially college students, should use their time on social media wisely by engaging with meaningful beauty-related content and influencer recommendations rather than spending excessive time on casual chats or unrelated posts on platforms like Instagram, YouTube, and TikTok. To ensure responsible social media use and protect the interests of youth, parents and educators should monitor and guide their activities on these platforms, helping them make informed decisions when interacting with beauty influencers and related content.

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