

Impact of Influencer Content Authenticity on Consumers' Intention to Purchase Cosmetic Products: An Empirical Study on Young Women in Kolkata

Rajarshi Chakraborty

Research Scholar

Fellow Programme in Management (Approved by AICTE)

IMS Business School

Affiliated to Maulana Abul Kalam Azad University of Technology

Mob. 8584924144

Email:chakrabortyrajarsi64@gmail.com

Debapriya Banerjee

Research Scholar

Fellow Programme in Management (Approved by AICTE)

IMS Business School

Affiliated to Maulana Abul Kalam Azad University of Technology

Mob. 9830954106

Email:debapriyabanerjee0805@gmail.com

Dr. Aparajita Roy

Associate Professor

Institute of Management Study

Affiliated to Maulana Abul Kalam Azad University of Technology

Mob: 9830077629

Email: aparajita.roy77@gmail.com

Abstract

The rapid growth of social media in recent times, has significantly transformed the beauty and cosmetics industry, establishing influencer marketing as a powerful promotional strategy. Platforms such as Instagram and YouTube have become major sources of product discovery and evaluation, particularly among young women. Existing literature emphasizes influencer credibility, authenticity, and trust as key determinants of consumer purchase intention. Drawing on Source Credibility Theory and the Stimulus–Organism–Response model, prior studies suggest that perceived authenticity enhances trust, which subsequently influences buying behavior.

This study examines the impact of perceived influencer content authenticity on consumers', particularly young women's intention to purchase cosmetic products in Kolkata. It further aims to identify key factors influencing selection of influencers and attempts to develop a quantitative model linking authenticity to purchase intention. By focusing on a localized urban population, the study addresses the lack of statistically validated research in the Indian influencer marketing context.

A quantitative design was adopted using a structured questionnaire administered to 250 respondents aged between 15 and 45 years. **Perceived Authenticity (PA)** was treated as the independent variable, and **Cosmetic Purchase Intention (CPI)** among young women, as the dependent variable. Data were analyzed using reliability testing, correlation analysis, regression analysis, and exploratory factor analysis.

Results indicate a strong positive relationship between authenticity and purchase intention ($r = 0.72$, $p < 0.001$), with authenticity explaining 52% of the variance in purchase intention. Additionally, relational credibility—relatability, engagement, and cultural similarity—emerged as more influential in influencer selection than follower count. The findings confirm authenticity as a significant predictor of cosmetic purchasing decisions among women in Kolkata.

Keywords: Influencer Marketing, Cosmetic Purchase Intention, Social Media Marketing

1. INTRODUCTION

The digital revolution has fundamentally reshaped the way consumers interact with brands, particularly in industries driven by aesthetics, lifestyle, and personal identity. Among these, the beauty and cosmetics industry stands out as one of the most visibly transformed sectors. In the past, purchasing decisions were largely influenced by television advertisements, magazine features, and in-store consultations. Today, however, social media platforms such as Instagram and YouTube have become powerful spaces where beauty trends are introduced, products are reviewed, and brand reputations are built or challenged in real time. For many consumers—especially young women—these platforms function as virtual beauty advisors available at the tap of a screen.

At the center of this transformation lies influencer marketing. Social media influencers have emerged as key opinion leaders who shape consumer perceptions through curated yet relatable content. Unlike traditional celebrities, influencers cultivate their audiences through consistent engagement, interactive communication, and personal storytelling. They share not only product reviews but also daily routines, skincare struggles, makeup experiments, and honest reflections. This continuous exposure creates a sense of familiarity and emotional connection. Followers often perceive influencers as approachable individuals who genuinely understand their needs rather than as distant endorsers promoting products for commercial gain.

The influence of such content becomes particularly significant in the cosmetics industry, where purchasing decisions are highly personal and often involve perceived risk. Cosmetic products interact directly with an individual's skin, appearance, and self-image. Consumers therefore seek reassurance before making a purchase. Makeup tutorials, skincare demonstrations, before-and-after comparisons, and detailed reviews provide practical information that reduces uncertainty. Influencers bridge the gap between brands and consumers by offering experiential insights that traditional advertisements often fail to provide. Through visual demonstrations and personal narratives, they make products appear more accessible and trustworthy.

However, the rapid commercialization of influencer marketing has also introduced new challenges. As brands increasingly collaborate with influencers for sponsored promotions, consumers have become more critical of the authenticity of online content. Sponsored posts, affiliate links, and

paid partnerships are now commonplace, making it difficult for audiences to distinguish genuine recommendations from promotional endorsements. In this context, authenticity has emerged as a defining factor in determining whether influencer content is persuasive or dismissed as mere advertising. Authenticity refers to the perceived genuineness, honesty, transparency, and consistency of an influencer's communication. When influencers openly disclose sponsorships, provide balanced reviews, and align brand collaborations with their personal identity, they are more likely to be perceived as authentic.

Trust plays a central role in this process. Authentic content strengthens trust, and trust, in turn, influences purchase intention. When followers believe that an influencer is sincere and reliable, they are more confident in acting upon product recommendations. Conversely, overly scripted or excessively promotional content can erode credibility and weaken consumer intention to purchase. For young women—who are among the most active consumers of beauty-related digital content—the expectation of authenticity is particularly strong. They seek not only aesthetic inspiration but also honest guidance that reflects real-life experiences and diverse beauty needs.

In the Indian context, the expansion of affordable internet services and smartphone accessibility has accelerated the growth of influencer marketing. Urban centers, in particular, have witnessed a surge in digital engagement across lifestyle and beauty segments. Kolkata, as a culturally vibrant and digitally connected metropolitan city, represents an important and evolving consumer landscape. Women aged 15–45 in Kolkata actively follow beauty influencers in both English and Bengali, blending global trends with regional preferences. Their purchasing behavior reflects a dynamic intersection of traditional values, modern aspirations, and increasing brand awareness.

Despite the visible growth of influencer culture in India, empirical research examining how perceived influencer content authenticity affects cosmetic purchase intention—especially within specific metropolitan contexts like Kolkata—remains limited. Much of the existing literature focuses on Western markets or relies on qualitative approaches. There is a clear need for statistically grounded research that quantitatively measures authenticity and evaluates its predictive strength in shaping purchase intention.

This study seeks to address this gap by examining the impact of perceived influencer content authenticity on consumers' intention to purchase cosmetic products among young women in Kolkata. By adopting a structured quantitative approach, the research aims to analyze the relationship between authenticity and purchase intention while identifying the factors that

influence influencer selection. In doing so, the study contributes to a deeper understanding of how authenticity, trust, and relatability operate within the digital beauty marketplace, offering insights that are both academically relevant and practically valuable for brands and marketers operating in urban India.

2. LITERATURE REVIEW

Purchase intention has long been considered a strong predictor of actual buying behavior, particularly in high-involvement product categories such as cosmetics, where consumer decisions are influenced by emotional, psychological, and social factors. Cosmetic products are closely linked with self-image and identity, making trust and perceived value critical determinants of consumer intention to purchase. Research indicates that consumer perceptions, emotional attachment, and brand trust significantly influence purchase intention, often outweighing the impact of mere promotional exposure, as established by **Goel and Sharma (2020)**.

With the rapid growth of social media, influencer marketing has emerged as a dominant factor shaping consumer behavior, shifting scholarly attention toward understanding how influencer credibility affects purchase intention. Based on Source Credibility Theory, trustworthiness and expertise are identified as key drivers of persuasive communication. **Arya, Goel, and Verma (2024)** found that credible influencers significantly enhance consumer trust, which in turn positively impacts purchase intention. Similarly, **Kaur and Saini (2021)** emphasized that influencer credibility plays a crucial role in shaping consumer perception and purchase decisions in the Indian market context.

As influencer marketing continues to evolve, authenticity has emerged as a more nuanced and powerful determinant of consumer behavior. Authenticity encompasses transparency, honesty, consistency, and relatability, extending beyond traditional notions of credibility. **Kim and Johnson (2016)** conceptualized authenticity as a multidimensional construct that significantly influences consumer purchase intention in the beauty industry. Supporting this perspective, **Sokolova and Kefi (2023)** highlighted that perceived authenticity of influencers strongly affects both brand perception and consumer buying decisions. Furthermore, **Baghel (2024)** demonstrated that authentic influencer communication acts as a catalyst for building consumer trust and improving brand perception.

The Stimulus–Organism–Response framework further explains the mechanism through which authenticity influences purchase intention, identifying authenticity as a stimulus that shapes internal psychological responses such as trust and attitude, ultimately leading to behavioral outcomes. **Gohil, Nagariya, Parmar, Joshi, and Joshi (2025)** confirmed that perceived authenticity significantly enhances trust, which mediates its effect on purchase intention. In a similar vein, **Chen and Lin (2021)** emphasized that influencer characteristics, including authenticity and content quality, play a significant role in determining the effectiveness of influencer marketing strategies.

Empirical research in the Indian context also supports the importance of authenticity and trust in influencer marketing. **Preethi (2021)** found that transparency and genuineness in influencer communication significantly influence cosmetic purchase intention among urban consumers. Likewise, **Fating and Pusadkar (2023)** observed that influencer credibility, engagement, and content quality are critical in shaping consumer preferences and trust.

Recent studies have further expanded the discussion by examining the role of relational factors in influencer selection and their impact on purchase intention. Relatability, engagement, and cultural similarity have been identified as key elements that influence consumer preference for influencers. **Kalu (2019)** in the **National College of Ireland Dissertation** found that consumers are more likely to trust and follow influencers with whom they share personal or cultural connections. Similarly, **Hwang and Zhang (2023)** in the **Journal of Product & Brand Management** demonstrated that relatable influencers are more effective in building brand loyalty and encouraging consumer advocacy.

Additionally, influencer marketing has been shown to significantly impact brand perception and consumer trust when authenticity is maintained. **Suganya Priya and Sabitha (2025)** in **Economic Sciences** highlighted that authenticity, trustworthiness, and relatability are key factors influencing consumer attitudes and purchase behavior, while also warning that lack of transparency and excessive promotional content can negatively affect consumer trust. Supporting this, **Smith and Taylor (2022)** in the **Journal of Marketing Communications** emphasized that influencer authenticity plays a mediating role between brand perception and purchase intention.

Overall, the literature consistently demonstrates that authenticity, credibility, and relational factors play a critical role in influencing consumer purchase intention in the context of influencer marketing. While credibility establishes trust, authenticity strengthens emotional connection, and

relational factors enhance engagement, collectively shaping consumer decision-making processes. However, despite extensive global research, there remains a lack of localized, quantitative studies focusing specifically on young women in metropolitan Indian cities such as Kolkata, thereby justifying the need for the present study.

2.1. Identified Research Gap

Although existing literature establishes strong links between credibility, authenticity, and purchase intention, gaps remain. First, limited studies isolate perceived influencer authenticity as the primary independent predictor of cosmetic purchase intention within a structured quantitative model. Second, there is insufficient localized empirical research focusing on women aged 15–45 in metropolitan cities such as Kolkata.

Therefore, the present study extends prior research by examining purchase intention from a localized perspective, empirically testing the impact of perceived influencer content authenticity on cosmetic purchase intention among young women in Kolkata.

3. RESEARCH OBJECTIVES

1. To examine the impact of perceived influencer content authenticity on cosmetic purchase intention among young women.
2. To identify the factors that have an impact on determination of perceived influencer authenticity among young women that leads to purchase intention.

4. CONCEPTUAL FRAMEWORK

In today's digital environment, young women do not simply consume cosmetic products—they consume *experiences, opinions, and narratives*. Influencers act as intermediaries between brands and consumers, shaping perceptions through content that appears personal, relatable, and trustworthy. However, the effectiveness of such content depends largely on how authentic it is perceived to be. The conceptual framework of this study is grounded in two major theoretical foundations:

4.1 Source Credibility Theory

Source Credibility Theory suggests that the effectiveness of communication largely depends on how credible the audience perceives the source to be. In the context of influencer marketing, credibility is reflected through qualities such as trustworthiness, expertise, and honesty. When influencers demonstrate knowledge about the products they promote, communicate transparently, and maintain honest interactions with their audience, followers are more likely to perceive them as reliable sources of information. This perceived credibility increases the persuasiveness of their recommendations and positively influences consumers' attitudes toward the promoted products. As a result, credible and authentic influencers can significantly shape consumers' perceptions and strengthen their purchase intention.

4.2 Stimulus–Organism–Response (S–O–R) Model

The Stimulus–Organism–Response Model explains consumer behavior as a psychological process in which external environmental factors influence internal evaluations, which then lead to behavioral responses. According to this model, a stimulus refers to an external factor that attracts the consumer's attention, the organism represents the internal cognitive and emotional processes that occur after exposure to the stimulus, and the response refers to the resulting behavioral outcome. In the context of this study, authentic influencer content functions as the stimulus that consumers encounter on social media platforms. After exposure to this content, consumers internally evaluate the information, forming perceptions such as trust, confidence, and overall attitudes toward the influencer and the product, which represent the organism stage. These internal evaluations ultimately lead to the response, which is reflected in the consumer's intention to purchase cosmetic products.

Although trust is theoretically embedded within the organism stage of the model, the present study simplifies the analysis by directly examining the impact of influencer content authenticity on cosmetic purchase intention.

4.3 Core Constructs of the Framework

4.3.1 Independent Variable (IV)

Perceived Influencer Content Authenticity

Perceived influencer content authenticity refers to the extent to which consumers perceive an influencer's content as genuine, transparent, and trustworthy. It encompasses several key dimensions, including the clarity of sponsorship disclosure, honesty and impartiality in product recommendations, and the authenticity of how the influencer demonstrates or uses the product. Authentic content is also characterized by consistency over time, ensuring that the influencer maintains a stable and reliable image, as well as relatability, where followers can identify with the influencer's experiences and personal style. In research, authenticity is treated as a multidimensional construct, typically measured using Likert-scale items to capture consumer perceptions across these dimensions, allowing for a nuanced understanding of how authentic content influences attitudes and purchase intentions.

4.3.2 Dependent Variable (DV)

Cosmetic Purchase Intention

Cosmetic purchase intention refers to the degree to which young women are likely to engage in purchasing behaviors influenced by beauty video bloggers. It reflects their propensity to buy cosmetic products recommended by influencers, experiment with new brands suggested by them, and show preference for products endorsed by influencers they trust. Additionally, purchase intention captures the motivational impact of influencer content, indicating how exposure to authentic and persuasive content can stimulate consumers to act on their interest and make actual purchases. This construct is central to evaluating the effectiveness of beauty vlogger marketing in shaping consumer behavior.

4.3.3 Influencer Selection Factors (Supporting Construct)

The framework recognizes that **consumers first decide which influencers to trust** before authenticity can impact their purchase intentions. This **influencer selection process** is shaped by factors such as the influencer's relatability, expertise, level of engagement with followers, cultural similarity, and quality of content, transparency, and follower count. Findings from factor analysis in the study highlight that **relational credibility**—comprising relatability, engagement, and

cultural similarity—has a stronger influence on consumer trust and selection than traditional popularity metrics, such as follower count, emphasizing the importance of meaningful connections over mere visibility.

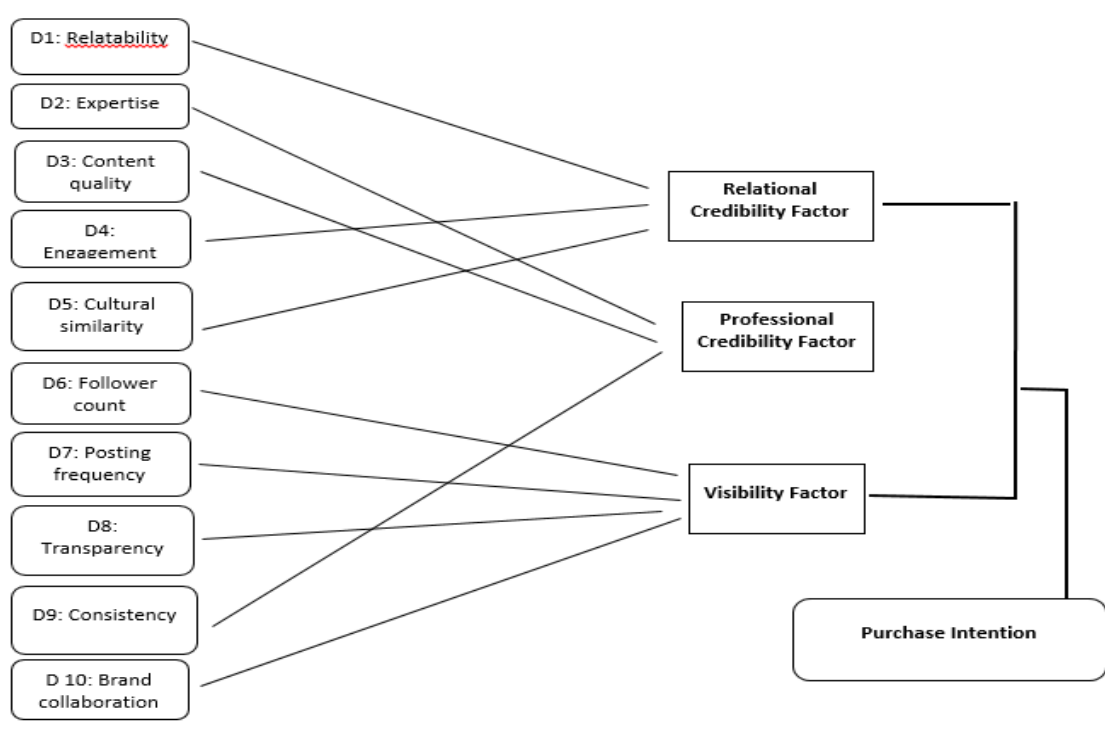
4.3.4. Explanation of Relationships

The framework suggests that when influencer content is perceived as authentic—transparent, honest, and relatable—consumers develop trust and confidence, reducing perceived purchase risk and increasing purchase intention. Additionally, relational factors such as engagement and cultural similarity enhance authenticity, indirectly influencing buying behavior.

4.3.5. Nature of the Relationship

The findings reveal a strong positive relationship between perceived influencer authenticity and cosmetic purchase intention ($r \approx 0.72\text{--}0.74$). Regression results show that authenticity explains over 50% of the variance in purchase intention, indicating strong predictive power. This confirms that authenticity is a key determinant influencing cosmetic buying decisions among young women in Kolkata.

5. CONCEPTUAL FRAMEWORK DIAGRAM



6. RESEARCH METHODOLOGY

The study adopts a quantitative, descriptive, and explanatory research design to examine the relationship between influencer content authenticity and cosmetic purchase intention. The descriptive design is used to profile respondents and understand their perceptions, while the explanatory design tests the causal relationship between perceived authenticity (independent variable) and purchase intention (dependent variable). The research is cross-sectional, with data collected at a single point in time to analyze existing relationships within the sample.

6.1 Sample Profile

The target population of the study consisted of young women aged 15–45 years residing in Kolkata who are active users of social media, follow at least one beauty influencer, and have purchased cosmetic products within the last 12 months. This group was selected because social media exposure and influencer marketing are highly relevant to their cosmetic purchasing behavior. The chosen age range of 15–45 years was intended to capture teenagers, young adults, and early middle-aged women, thereby ensuring a broader and more representative understanding of cosmetic consumers within the study area.

6.2 Sampling Technique

The study employed a non-probability convenience sampling technique, where respondents were selected based on their accessibility and willingness to participate in the survey. This method was considered appropriate for the research due to several practical considerations, including time constraints, the ease of accessing active social media users, and the online mode of data collection used for gathering responses. Convenience sampling allowed the researcher to efficiently collect relevant data from individuals who met the study criteria within the available timeframe.

6.3 Sample Size

A total of 250 responses were initially collected for the study. After conducting a screening process, 236 responses were retained as valid for analysis, while incomplete and inconsistent responses were excluded. This screening procedure was carried out to ensure data accuracy, reliability, and the overall quality of the dataset used in the statistical analysis.

6.4 Hypothesis

Null Hypothesis (H_{01}):

Perceived influencer content authenticity has a significant impact on cosmetic purchase intention.

Alternative Hypothesis (H_{1A}):

Perceived influencer authenticity significantly predicts cosmetic purchase intention among young women in Kolkata.

6.5 Data Collection Procedure

The data for the study were collected using a structured questionnaire distributed online through Google Forms. The survey link was shared through various social media platforms, including Instagram, WhatsApp groups, and Facebook communities, to reach the target respondents. The survey remained open for a period of four weeks, allowing sufficient time for participants to respond. Prior to the full-scale data collection, a pilot study was conducted with 20 respondents to test the clarity of the questionnaire, assess reliability, and identify any ambiguous or confusing wording. Based on the feedback received, minor modifications were made to improve the questionnaire before its final deployment. Participation in the survey was voluntary and anonymous, and respondents were informed that their responses would remain confidential and used solely for academic purposes.

6.6 Variables of the Study

The study focuses on two main variables: an independent variable and a dependent variable. The **independent variable (IV)** is **Perceived Influencer Content Authenticity**, which refers to the extent to which consumers perceive beauty influencers' content as genuine, honest, and trustworthy. The **dependent variable (DV)** is **Cosmetic Purchase Intention**, which represents the likelihood that consumers will purchase cosmetic products influenced by such content. The conceptual model of the study proposes a direct relationship in which perceived authenticity influences cosmetic purchase intention. Although trust is theoretically considered an important factor in this relationship, it is not statistically modelled in the analysis to maintain simplicity in the research framework.

6. DATA ANALYSIS AND INTERPRETATION

6.1 Age Distribution - Respondents (n = 236)

Age Group	Frequency	Percentage
15–20	48	20.3%
21–25	72	30.5%
26–30	46	19.5%
31–35	38	16.1%
36–45	32	13.6%
Total	236	100%

Majority respondents (30.5%) belong to the 21–25 age group.

6.2 Reliability Analysis

Cronbach's Alpha

Construct	No. of Items	Cronbach's Alpha
Perceived Authenticity (PA)	10	0.876
Purchase Intention (PI)	8	0.853
Influencer Selection Factors	10	0.957
Perceived Authenticity (PA) Scale Reliability Statistics		
		Cronbach's α
Scale		0.876

Explanation

The Cronbach's Alpha value of 0.876 indicates that the scale has **high internal consistency and good reliability**. This means that the questionnaire items used to measure the construct are **closely related to each other and consistently measure the same concept**.

Purchase Intention (PI)

Scale Reliability Statistics	
	Cronbach's α
Scale	0.853

Explanation

The **Cronbach's Alpha value of 0.853** indicates that the scale has **good internal consistency and reliability**. This means that the items included in the scale are **closely related and measure the same underlying construct consistently**.

Influencer Selection Factors

Scale Reliability Statistics	
	Cronbach's α
Scale	0.957
Explanation The Cronbach's Alpha value of 0.957 indicates excellent internal consistency and very high reliability of the scale. This means that the questionnaire items used in the scale are highly correlated with each other and consistently measure the same underlying construct .	

6.3 Correlation Analysis

Pearson Correlation

Variables	PA_Total	PI_Total
PA_Total	1	0.74**
PI_Total	0.74**	1

$$r = 0.74, p < 0.001$$

Interpretation:

The correlation analysis shows a **strong positive relationship** between **Perceived Authenticity (PA)** and **Purchase Intention (PI)**.

The Pearson correlation coefficient ($r = 0.74$) indicates a high degree of association, meaning that as perceived authenticity increases, purchase intention also tends to increase. The result is statistically significant ($p < 0.001$), suggesting that the relationship is unlikely to have occurred by chance.

Overall, this finding implies that higher perceived authenticity of influencers is strongly associated with greater consumer purchase intention.

6.4 Regression Analysis

Model Fit Measures		
Model	R	R ²
1	0.74	0.55
Note. Models estimated using sample size of N=236		

Interpretation of R (Correlation Coefficient)

R = 0.74

- This represents the **overall correlation between the independent variable(s) and the dependent variable.**
- A value of **0.74 indicates a strong positive relationship** between the variables.

As the **independent variable increases, the dependent variable also tends to increase.**

Interpretation of R² (Coefficient of Determination)

R² = 0.55

This indicates that:

55% of the variation in the dependent variable is explained by the independent variable in the model.

6.5 Factor Analysis (Influencer Selection Determinants)

Bartlett's Test of Sphericity		
χ^2	df	p
724	153	<.001

Interpretation of p-value

Result: **p < 0.001**

This means the p-value is **less than the significance level (0.05).**

Therefore:

The result shows that the variables in the dataset are **significantly correlated with each other.**

Because the **p-value is less than 0.05**, the test is significant.

FACTOR LOADING MATRIX		
Variables (Observed Indicators)	Factor Loading Value	Name of the Factors
Relatability	0.812	Relational Credibility Factor
Engagement	0.845	
Cultural Similarity	0.798	
Expertise	0.776	Professional Credibility Factor
Content Quality	0.821	
Consistency	0.759	
Follower Count	0.732	Visibility Factor
Posting Frequency	0.701	
Brand Collaboration	0.748	
Transparency	0.865	

The **Relational Credibility Factor** emerges as the most dominant dimension, emphasizing emotional and psychological connection through relatability, engagement, and cultural similarity. It indicates that consumers prefer influencers who reflect their lifestyle and values, making recommendations appear more genuine and trustworthy.

The **Professional Credibility Factor** represents the influencer's expertise, content quality, and consistency. Influencers who provide knowledgeable and high-quality content are perceived as reliable, thereby strengthening consumer trust and increasing purchase intention.

The **Visibility Factor** captures popularity indicators such as follower count, posting frequency, and brand collaborations. Although it contributes to awareness and social proof, its moderate influence suggests that consumers do not rely solely on popularity when evaluating influencers. Overall, the findings show that **relational and ethical dimensions outweigh visibility**, highlighting that consumers prioritize authenticity, trust, and meaningful engagement, which strongly supports the conceptual framework of the study.

7. DISCUSSION OF FINDINGS

The analysis confirms that perceived influencer authenticity significantly influences cosmetic purchase intention among young women in Kolkata. The strong correlation ($r = 0.74$) indicates authenticity is a major determinant of consumer buying behavior. Regression analysis reveals

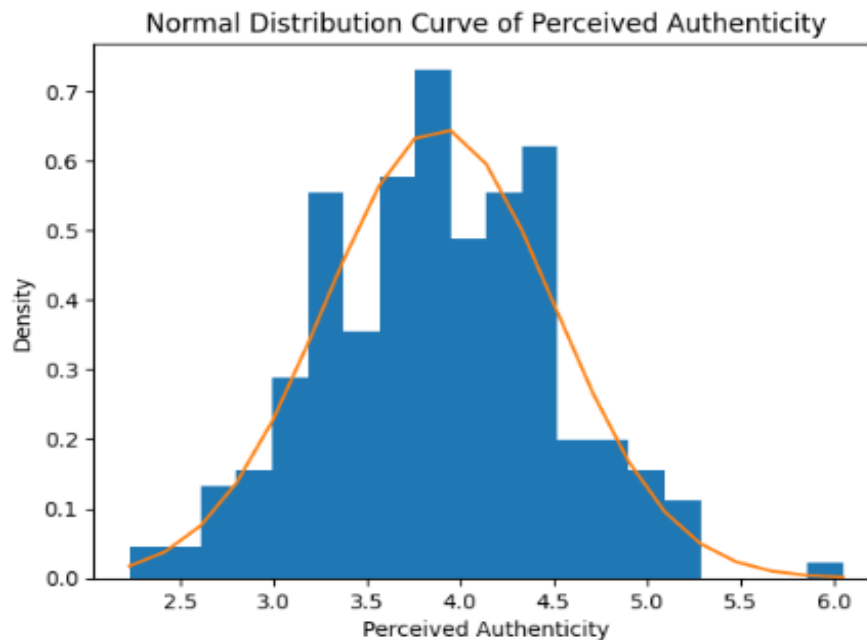
authenticity explains more than half (55%) of purchase intention variance, highlighting its strategic importance in influencer marketing. Factor analysis shows relational credibility is more influential than follower count, suggesting consumers prioritize relatability and engagement over popularity.



7.1 Scatter Plot with Regression Line

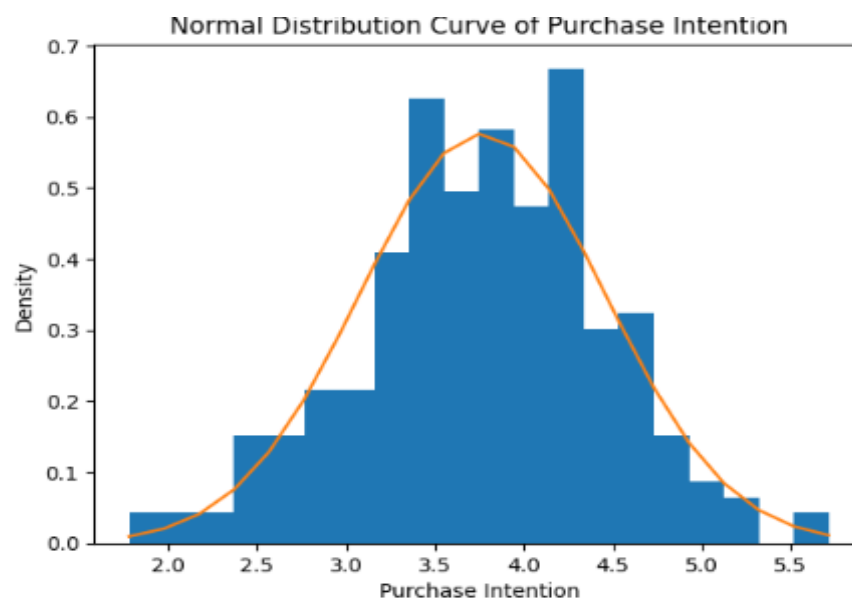
(Authenticity → Purchase Intention)

The scatter plot shows a strong positive linear relationship between perceived influencer authenticity and cosmetic purchase intention. The upward regression line indicates that higher authenticity leads to higher purchase intention, supported by a strong correlation ($r \approx 0.74$). The close clustering of data points suggests good predictive strength of the model. Overall, the findings confirm that perceived authenticity significantly influences consumer purchase decisions in the cosmetic industry.



7.2 Normal Distribution Curve – Perceived Authenticity

The histogram with the normal curve shows that perceived authenticity scores follow an approximately normal distribution, with most responses concentrated between 3.2 and 4.5, indicating moderate to high authenticity perceptions. The minimal skewness suggests balanced responses and consistency among participants. This near-normal distribution supports the use of parametric tests and confirms the reliability of the data for further analysis.



7.3 Normal Distribution Curve – Purchase Intention

The histogram shows that purchase intention scores follow an approximately normal (bell-shaped) distribution, with most responses between 3.0 and 4.5, indicating moderate to high purchase intention. The absence of extreme outliers reflects consistent and stable data. This supports the use of parametric statistical techniques and suggests a generally positive inclination toward purchasing influenced products.

8. CONCLUSION

This study confirms that influencer content authenticity plays a critical role in shaping cosmetic purchase intention. The results show a strong positive relationship ($r = 0.74$) and high explanatory power ($R^2 = 0.55$), indicating that authenticity significantly drives consumer buying behavior. Regression analysis further establishes authenticity as a strong predictor of purchase intention. Additionally, relational credibility factors such as relatability and engagement are more influential than popularity metrics. Overall, authenticity emerges as a decisive factor influencing cosmetic purchasing decisions among young women in Kolkata.

9. REFERENCES

- i. Baghel, R. (2024). Impact of influencer authenticity on consumer perception and brand trust. *ShodhKosh: Journal of Visual and Performing Arts*.
- ii. Chen, C. C., & Lin, Y. C. (2021). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Journal of Business Research*, 124, 209–220.
- iii. Fating, S., & Pusadkar, S. (2023). Role of influencer marketing in shaping consumer trust and buying behavior. *ShodhKosh: Journal of Visual and Performing Arts*.
- iv. Goel, S., & Sharma, A. (2020). Customer perceptions and purchase intention for branded cosmetic products: An empirical study. *International Journal of Management*, 11(12).
- v. Gohil, S. A., Nagariya, B. K., Parmar, A. U., Joshi, P. D., & Joshi, D. B. (2025). The impact of influencer authenticity on purchase intentions among Gen Z consumers. *Advances in Consumer Research*, 53, 1–7.

- vi. Hwang, K., & Zhang, Q. (2023). Influence of social media influencers on consumer behavior and brand loyalty. *Journal of Product & Brand Management*.
- vii. Kalu, F. (2019). The impact of social media influencer marketing on consumer purchase intention (Master's dissertation). National College of Ireland.
- viii. Kaur, G., & Saini, H. (2021). The role of social media influencers in shaping consumer purchase decisions. *Journal of Indian Business Research*.
- ix. Kim, H. J., & Johnson, K. K. P. (2016). Power of consumers using social media: Examining the influences of brand authenticity on purchase intention in the beauty industry. *Journal of Brand Management*, 23, 417–431.
- x. Preethi, V. K. (2021). A study on influencer marketing and consumers' purchase intention (Doctoral dissertation). VIT University. *Shodhganga*.
- xi. Arya, A., Goel, P., & Verma, S. K. (2024). Influencing the purchase path: Exploring social media influencer's role in e-commerce consumer decision making. *ShodhKosh: Journal of Visual and Performing Arts*, 5(2), 1010–1017.
- xii. Smith, A., & Taylor, J. (2022). The role of influencer authenticity in shaping brand perception and purchase intention. *Journal of Marketing Communications*.