
“From Followers to Customers: The Effectiveness of Influencer Marketing - With Special References to Cosmetic Industry”

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Abstract

This study examines the ever-changing field of influencer marketing and how it affects digital-era brand awareness and reach. Businesses must realize the possibilities of this marketing tactic as customers look to influencers for suggestions more and more. The goals include determining the influencer marketing's effectiveness, pinpointing critical success elements, analyzing the function of social media platforms, and investigating the relationship between influencer marketing and customer loyalty and trust in the cosmetics industry. This study attempts to offer practical insights through a thorough analysis for companies looking to maximize their influencer collaborations and marketing strategies in order to increase audience reach and visibility for their Cosmetics brands.

Keywords: Influencer Marketing, Brand Awareness, Brand Reach.

Introduction

The marketing paradigm has changed to focus on creative methods for captivating and reaching a wider audience in an era where social media and digital platforms rule. Influencer marketing is one such tactic that has made a comeback. The framework for a thorough investigation of influencer marketing's capacity to increase brand recognition and reach is established by this introduction. Businesses have an exceptional chance to use the power of influencers as customers increasingly look to them for lifestyle advice and product suggestions. The purpose of this research is to explore the complexities of cosmetics influencer marketing by looking at how it affects brand visibility, success factors, and consumer loyalty. Its goal in doing this is to give companies useful information they can use to improve their marketing strategies in the quickly changing digital environment.

Statement of the problem

Influencer marketing has considerable potential, but many cosmetics firms find it difficult to fully realize these advantages. In order to successfully execute influencer campaigns, brands often encounter certain difficulties and barriers. To address these issues, strategic approaches are necessary.

Conceptual Model

The Elaboration Likelihood Model (ELM): This model explores the process of persuasion and how individuals can be influenced through either a central route (careful consideration of messages and content) or a peripheral route (more superficial cues, such as source attractiveness or credibility). In the context of influencer marketing, the ELM can help to understand how influencers can effectively communicate and persuade their followers, leading to increased brand awareness

Objectives

- 1.To Evaluate the impact of influencer marketing on brand awareness and reach.
- 2.To Identify the key factors influencing the effectiveness of influencer marketing campaigns.
- 3.To Measure the association between influencer marketing and consumer trust and loyalty.

Scope

In the context of the cosmetics sector, this research aims to investigate the particular uses and consequences of influencer marketing. In the fiercely competitive cosmetics industry, it looks at a range of tactics, best practices, and case studies to provide readers a thorough grasp of how influencer marketing may help increase brand recognition, reach, and eventually sales.

Literature Review

1. **As of 2023, Liselot Hudders et al.**Current concerns in influencer marketing are covered in this review article. We start with an overview of previous studies that have mostly concentrated on the advantages of influencer marketing. Next, we highlight the drawbacks of this strategy from the viewpoints of influencers and followers alike. For instance, by posting unrealistic images of themselves, living opulent lives, and making poor food choices, influencers may jeopardize the physical and mental health of their followers. Notwithstanding their opulent lifestyles, influencers may have to give up a large portion of their privacy in return for financial success, as well as endure an endless pursuit after likes and followers. At the moment, the literature underrepresents some of these negative characteristics (influencer perspective). More in-depth research focusing on the will be possible in the future thanks to this article.
2. **Joel Mero et al.(2023):**While a significant body of research is being done on influencer marketing, most of it focuses on the consumer market and offers little advice for business-to-business (B2B) organizations. In an effort to bridge this gap, this study looks into the application of influencer marketing in B2B markets. To draw empirical conclusions, we conducted 22 interviews with senior marketing managers from a variety of B2B industries, including industrial product manufacturers and professional service providers, as well as marketing agency experts who advise other B2B companies on influencer marketing use. The research findings describe the fundamental elements of influencer marketing in business-to-business (B2B) marketplaces and the four primary strategies that B2B organizations use to operationalize.
3. **Debasis pradhan et al.(2023):**Customers frequently reject influencers and brands, particularly those in Generation Z (Gen Z). The reasons and conditions under which Gen Z customers engage in this kind of avoidance are, nevertheless, unclear from the research on influencer marketing. Gen Z steers clear of both because they think it's unethical for marketers to manipulate influencers, according to our experimental analysis of four studies. We go into great detail about this novel idea of influencer avoidance. Perceived brand control causes avoidance, according to Study 1; nevertheless, moderate evidence shows that macro influencers, rather than micro influencers, enhance (attenuate) the effect of brand control on avoidance. Study 2 shows that Gen Z avoids influencers and suggested firms less (more) when they have good relationships with them than when they don't.
4. **Hal Conick(2018):**Influencer marketing is different from traditional online advertisements in that it aims to win over customers' trust. At best, pre-roll, pop-up, and banner ads blind consumers; at worst, they irritate them. Influencer marketing can be quiet and modest, booming and enormous, or anywhere in between; it is less intrusive and more flexible than traditional web ads. While Kim Kardashian, the reality TV star, can be an influencer by endorsing a clothing brand and making \$500,000., a teenage girl can be an influencer by writing about her favorite fast food restaurant and making a few bucks.
5. **Iman Veissi(2017):**This thesis delves into the investigation of Instagram influencer marketing through a desktop study. This thesis' idea struck me while I was attempting to come up with a fresh and innovative marketing plan. It appears that having friends that are attempting to become influencers is the cause of this problem. The choice was made because Instagram is among the most prominent platforms for influencer marketing. Influencer marketing and the background of this thesis are examined in greater detail in the introduction. The beginning includes an introduction to the research topic, keywords, and investigation questions. The theoretical framework introduces the honeycomb structure, the five

components of the marketing mix, and influencer marketing. Definitions of marketing words are provided in this chapter.

Research Methodology

Research Design :

This study is descriptive in nature. It is concerned with the detailed description of certain functional variables and characteristics of the problem aiming to draw insight into the level of general awareness among the public. The entire population can't be studied and hence the sampling techniques are adopted to the study.

Sampling Technique :

The sampling technique used is judgement sampling Method as it is difficult to assess the total size of the floating public in Ernakulam and it is beyond the scope of the study.

Sample Size :

A modest sample of 77 respondents is taken to draw meaningful conclusions for the objectives of the study.

Source Of Data

Both primary and secondary data collection methods are used for the study.

Tools For Data Analysis And Interpretation

Statistical techniques such as percentage analysis ANOVA, Chi square and graphs were employed in the study to analyse the data collected.

Results and Discussion

Table 1: Demographic profile of the Respondents (N=77)

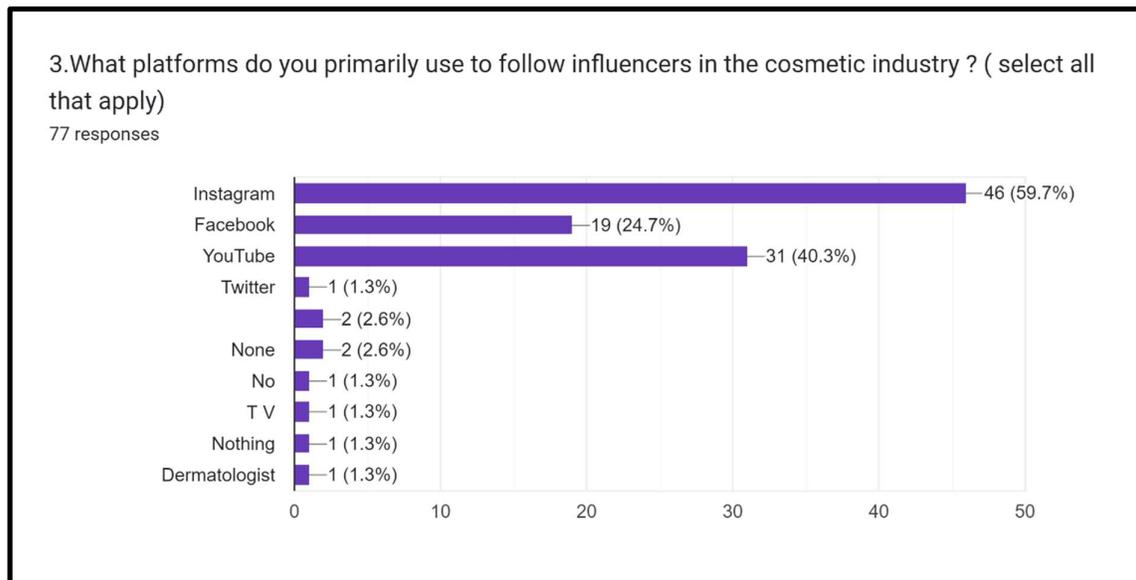
Percentage Analysis

		Frequency	Percentage
Gender	Male	38	49.35
	Female	39	50.64
Age	Below 20	14	18.2
	21-40	40	51.9
	41-60	22	28.6
	Above 60	1	1.3
Educational Qualification	Up to SSLC/Higher secondary	6	10.4
	Graduation	40	13
	Post Graduation	25	50.6
	Phd/Mphil	6	23.4
Occupation	Private Employee	38	44.2
	Government Employee	16	9.1
	Business	8	6.5
	Professional	15	6.5
Monthly income	Below 25000	5	6.4
	25001-50000	40	51.9
	50001-75000	12	15.5
	75001-100000	15	19.5
	Above 100000	5	6.4
Marital Status	Unmarried	37	48.1
	Married	40	51.9
purchase of a cosmetic product after seeing it being promoted by an influencer	Yes	44	57.1
	No	33	42.9
Cost Effective to enhance brand reach	Strongly disagree	1	1.3
	Disagree	2	2.6

	Neutral	20	25.97
	Agree	35	45.45
	Strongly agree	19	24.68

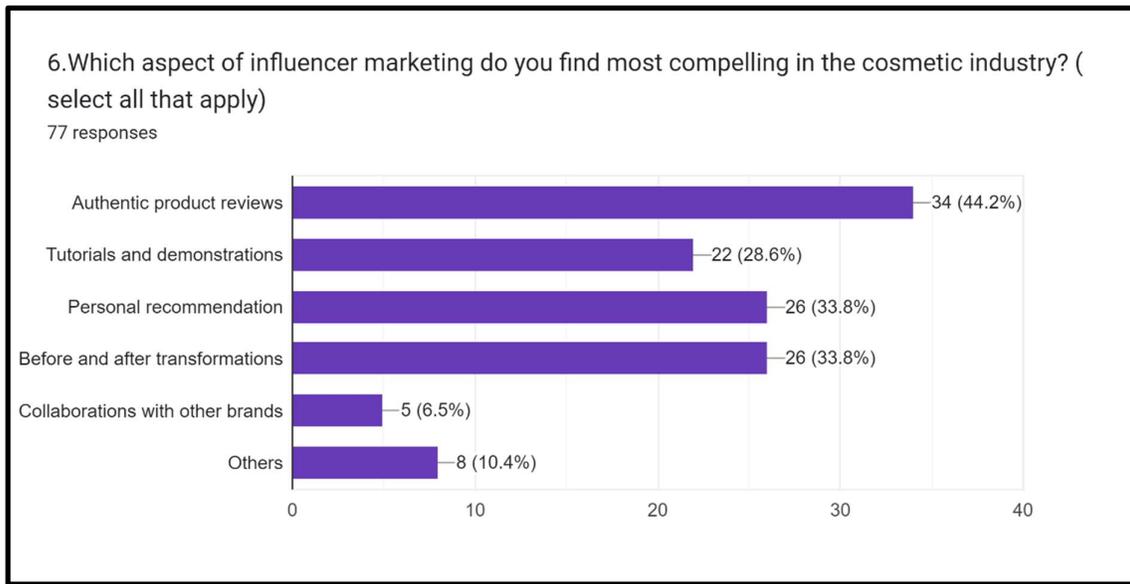
- Here the majority of the respondents are of the age 21-40
- It is found that married people are the majority in the number of respondents .
- Majority of the respondents had graduation as their educational qualification.
- Salaried occupation was the most opted one by the respondents .
- It is found that most of the respondents(54.6) are familiar with the influencer marketing in the cosmetic industry.
- It is found that the majority of the respondents purchase the products being promoted by the influencers .
- 45.45%(35 respondents) agreed that influencer marketing is a cost-effective method to enhance brand reach in the cosmetic industry

Figure 1:: Platforms primarily used to follow influencers in the cosmetic industry .



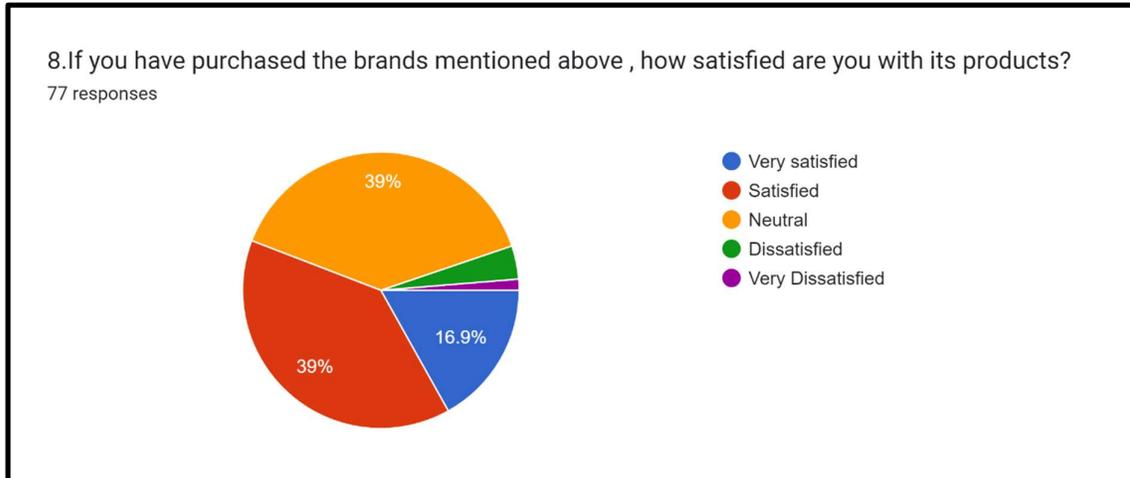
From the above chart which shows the platforms primarily used to follow influencers in cosmetic industry , it was found that 59.7% of respondents used Instagram as a platform , 24.7% used Facebook , 40.3% used YouTube and the remaining respondents used other platforms like twitter , television etc.

Figure 2: Attributes of Influencer marketing



From the above chart shows the attributes of marketing , it was found that 44.2% provided authentic product reviews, 28.6% provided tutorials and demonstrations , 33.8% provided personal recommendation , another 33.8% provided before and after transformations , 6.5% provided collaborations with other brands and the remaining 10.4% selected other attributes .

Figure 3: Satisfaction level of brands.



From the above figure which shows the satisfaction level of brands , it was found that 16.9% of the respondents were very satisfied with the brand recommended by influencers , 39% were satisfied , another 39% were neutral and the remaining 5.1% comprises of dissatisfied and very dissatisfied.

Inferential Analysis

Reliability

Cronbach Alpha

Reliability test was conducted to measure internal consistency of the research constructs

Table 2: Cronbach’s Coefficient Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.947	28

The Cronbach's Alpha value is shown as .927, which is very high, indicating excellent internal consistency of the scale or measurement instrument used in the study.

Anova Test

Anova was conducted to evaluate the impact of influencer marketing exposure on buying behavior

Ho : Increased Exposure to influencers not significantly leads to higher purchase intent and product adoption

H1 : Increased Exposure to influencers significantly leads to higher purchase intent and product adoption

Table 3: ANOVA Test

ANOVA					
Hours spent per day * Percentage of purchases made by the influencer advertisements					
	Sum of Squares	df	Mean Square	F	P value
Between Groups	20.941	3	6.980	4.100	.008
Within Groups	308.173	74	1.703		
Total	329.114	77			

Since the p value is less than .05 ,null hypothesis is rejected at 5% level of significance,Hence we concluded that higher exposure to influencers leads to increased purchase intent and greater adoption of promoted products.

Chi-Square Test

Inorder to measure the association between influencer marketing and consumer trust and loyalty,Chi Square test was identified .

H0: There is no significant association between Influencers' credibility dimension on brand reach.

H1: There is significant association between Influencers' credibility dimension on brand reach.

H1(a):There is significant association between the perceived Trustworthiness of influencers and brand reach.

H1(b):There is significant association between the perceived expertise of influencers and brand reach.

H1(c):There is significant association between the perceived Attractiveness of influencers and brand reach.

H1(d):There is significant association between the perceived Reliability of influencers and brand reach.

H1(e):There is significant association between the perceived credibility of influencers and brand reach.

Table 4:Chi Square Test for Influencer Credibility dimensions

Scale	Parameters	Mean	Chi Square Value	P Value	Decision
Trust Worthiness	The cosmetics-related influencers appear to use the same products they endorse.	3.81	17.156	.046	Supported
	Influencers on social media who talk about cosmetics are real.	3.48			
	When it comes to purchasing decisions, I rely on influencers who sell cosmetic items.	3.53			
Attitude	Influencers who talk about cosmetics are fashion models	3.35	8.844	.452	Not Supported
	Influencers who discuss cosmetics provide fresh	3.65			

	concepts for a range of cosmetic items.				
	Influencers talking about cosmetics are often regarded as trustworthy sources of knowledge and insight	3.48			
Expertise	Influencers who talk about cosmetics, are professionals in the industry.	3.30	29.195	.004	Supported
	Influencers who talk about cosmetics, are really knowledgeable	3.35			
	Influencers who talk about cosmetics, offer recommendations based on their knowledge	3.48			
Attractiveness	1 Influencers who talk about cosmetics, in my opinion, have appealing personalities	3.66	26.571	.000	Supported
	The influencers talking about cosmetics seem sincere to me	3.36			
	it is important that paid promotions posts match with the influencer's personality.	3.58			
Reliability	constant updates about the influencer's life discussing cosmetics is important.	3.60	47.831	.000	Supported
	it is important that the influencer discussing cosmetics interact with their followers	3.79			
	Influencers opinions discussing cosmetics are similar to mine	3.45			
	1 Influencers discussing cosmetics have convincing ideas	3.70			

Credibility	Influencers discussing cosmetics is a good reference for purchasing products	3.74	45.364	.000	Supported
	Influencers discussing cosmetics are credible	3.44			
	Purchasing cosmetics discussed by Influencers is worthwhile	3.56			
Brand Loyalty	Influencers to align with a brand's values for you to remain loyal to that brand.	3.51	38.130	.000	Supported
	switched loyalty from one brand to another based on the influence of a particular social media personality	3.57			
	frequency of influencer partnerships impact your overall trust in a brand	3.49			
	I more likely to engage with a brand if they involve influencers in their marketing campaigns	3.64			

The table indicates that most variables have a significant impact on the purchase intention and brand reach, with the exception of one variable. The variable "Trustworthiness" suggests a statistically significant association between the perceived trustworthiness of influencers and their use of the products they promote, with a p-value of .046. The decision for this variable is "Supported."

Regarding the variable "Attitude," there is no statistically significant association between the attitude towards influencers and the measured outcome, as indicated by the chi-square value of 8.844 and p-value of .452. The decision for this variable is "Not Supported."

The variable "Influence Reliability" is closely connected to the importance of their updates about their life when discussing cosmetics, as shown by the chi-square value of 47.831, p-value of .000, and the decision of "Supported." This suggests a statistically significant relationship between the reliability of influencers and the importance of their updates about their life when discussing cosmetics.

Another significant dimension is the credibility of influencers, which is strongly associated with their ability to present ideas about cosmetics, as indicated by the chi-square value of 45.364, p-value of .000, and the decision of "Supported." This suggests a statistically significant relationship between the credibility of influencers and their ability to present ideas about cosmetics.

H0: The credibility dimension of influencers has no significant impact on brand loyalty.

H1: The credibility dimension of influencers has a significant impact on brand loyalty.

The results of the study show that the chi-square value is 38.130 and the p-value is .000, indicating that selecting the right influencer for a brand is crucial for the success of an influencer marketing campaign and building brand

loyalty. The brand values, the relevance of the following, the high engagement rate, authenticity, and the image of the brand are essential in reaching the target audience, building trust and increasing brand loyalty.

SUGGESTIONS:

- Work with Micro-Influencers: For niche markets in the cosmetics sector, collaborating with micro-influencers that have a smaller but very engaged audience might be successful.
- Authenticity Counts: Motivate influencers to produce real-life content that highlights their actual interactions with your goods. The audience will trust you more if you are genuine.
- Diverse Representation: Make sure the influencer partnerships you work with reflect a range of backgrounds, races, and skin tones. A larger audience may find resonance in this inclusivity.
- Educational Content: Collaborate with influencers to produce instructional films or tutorials that highlight the advantages and real-world applications of your makeup line.

Conclusion

In conclusion, the study has demonstrated the potential of influencer marketing in enhancing brand awareness and reach in the digital landscape. The findings suggest that influencer marketing can be a powerful tool for brands to connect with a broader audience when executed effectively. The authenticity and relatability of influencers, along with strategic platform selection, have been identified as critical factors in the success of these campaigns. Furthermore, the positive correlation observed between influencer marketing and consumer trust and loyalty highlights its impact on building lasting brand relationships. As the digital realm continues to evolve, businesses can leverage influencer marketing strategies to stay ahead in a competitive market. This study provides valuable insights for marketers seeking to maximize brand visibility and engagement through influencers.

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