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Decoding the Impact of Influencer Marketing on Beauty Product Buying Behaviour

Sailee Chandrakant Velip

Assistant Professor, Department of Commerce, Dnyanprassarak Mandal's College and Research Centre, Assagao Bardez, Mapusa – 403507, Goa, India

Abstract

E-commerce experienced a significant change with the dawn of digital marketing, as it brought up new and creative ways to connect the customers better, and these ways made them buy even more often. Moreover, influencer marketing is in trend, and it is the best since internet celebrities are the most impactful as they appeal to the consumers and have real power in their words, which can greatly affect consumers' choices. The article is a continuation of the study that examines the influence of influencer marketing on customer purchasing intention. After a sample of 350 people was surveyed via a non-probability sampling method, the data were then analysed using SPSS. The major statistical tools that were used are linear regression, used to test variable relationships. The findings reveal that consumers value authenticity, expertise, and honesty over trends or social pressure, with skincare and perfumes being the most influenced product categories.

Major Findings: The study's main points were the fact influencer credibility, interactivity, and source attractiveness significantly enhance consumer trust. Trust, in turn, has a strong positive effect on purchase intention highlighting its central mediating role in influencer-led beauty product purchases.

Keywords: Credibility, Influencer Marketing, Interactivity, Purchasing Decision

1. Introduction

Marketing is a means of communication between a business house and its customers with the motive of selling the products or services offered by it to them. Goods are not products until they come into the customer's hands. Marketing is the management process by which goods and services move from concept to the customer. Marketing is dynamic and influential. The specifics vary depending on the industry, but essentially, at its core, marketing is how companies interact with potential customers and convey the intrinsic worth of a product or service. It constitutes all the actions that companies perform to promote, sell, and distribute that particular product or service.

Marketing can be broadly categorised into online and offline marketing. Offline marketing encompasses traditional methods such as billboard advertising, business cards, direct mail, telemarketing, and print advertisements. However, with the growing dominance of digital platforms, online marketing has gained significant traction. Modern online marketing strategies include email campaigns, SMS and app-based marketing, content marketing, video marketing, social networking promotions, and influencer marketing.

Influencer marketing, in particular, leverages endorsements and product placements by influencers, individuals or groups with specialised knowledge and a strong presence in their respective fields to promote brands and engage with target audiences.

According to the EY State of Influencer Marketing in India Report 2023, (Dikshu C. Kukreja M. V., 2024), the influencer marketing industry is expected to grow to around $404.8 million by 2026. With nearly

*Email: sailee@dmscollege.ac.in

half of mobile usage spent on social media, it has become an essential tool for marketers. The lifestyle, fashion, and beauty sectors are the primary forces driving this growth in India. Instagram and YouTube remain the dominant platforms for influencer content, successfully engaging a vast and diverse audience. As influencer marketing expands, assessing its impact on consumer behaviour is crucial for businesses to fine-tune marketing strategies, maximise investments, and strengthen customer engagement. This study seeks to provide valuable insights into how influencer endorsements, product placements, and content strategies shape consumer trust, purchasing decisions, enabling businesses to utilise influencer marketing more efficiently.

2. Literature Review

2.1 Credibility

Influencer credibility has an instrumental role in shaping consumer purchase intentions, especially in the cosmetics and skincare industry. Mohamed *et al*. (2023) found that the credibility of social media influencers significantly impacts female consumers' purchase decisions by influencing their information adoption. Similarly, Chen *et al*. (2024) highlighted that influencer credibility affects consumer purchase intentions through factors such as user experience, objective recommendations, and content presentation quality. Further supporting this, Khurshid *et al*. (2024) revealed that a significant number of respondents admitted to purchasing products promoted by influencers they deemed credible. This aligns with Aakriti and Meghna's (2021) findings, which suggest that consumers follow influencers primarily because they trust the information they provide, ultimately shaping their purchasing behaviour. Additionally, Castillo *et al*. (2022) emphasised that consumers perceive influencers as credible when their messages are clear and persuasive, further strengthening the relationship between influencer credibility and purchase intentions.

2.2 Interactivity

Interactivity holds a major importance in shaping consumer perceptions and connecting with Social Media Influencers (SMIs). Chan (2022) emphasises that an influencer's interactive nature, reflecting their personality traits, enhances customer loyalty and contributes positively to choice imitation, while also accelerating performance expectancy and hedonic motivation. However, its impact is not universal, as Alalwan (2018) highlights that individuals from older generations or diverse cultural identities may not intuitively expect or value the same level of interactivity as younger, more digitally native consumers. Despite these differences, Galina Ilieva *et al*. (2024) found a strong positive association between interactivity and perceived information credibility, suggesting that engagement-driven content fosters trust among audiences. Similarly, Le *et al*. (2021) reinforce that an interactive approach enhances consumer confidence in the information provided by influencers. Jointly, these studies confirm that interactivity is not merely an additional feature of influencer marketing but a fundamental driver of consumer trust, engagement, and decision-making, with its impact varying across different audience segments.

2.3 Source Attractiveness

Influencer attractiveness acts as a fundamental element in shaping consumer perceptions and purchase intentions, specifically in the beauty industry. Sakar Khurshid *et al*. (2024) found that respondents consider attractiveness to be an essential characteristic of influencers, highlighting its impact on consumer engagement. This preference extends beyond written reviews, as consumers tend to favour the visual experience offered by influencers over voluntary reviews from strangers in YouTube comment sections (Rosara & Luthfia, 2020). The relevance of physical appeal in influencer marketing is further validated by Rathnayake and Lakshika (2022), whose research revealed that influencer attractiveness has a positive influence on beauty product purchase intentions. Additionally, Lou and Yuan (2019) emphasised that physical attractiveness not only draws attention but also enhances audience recall, making influencers more memorable and impactful. Cumulatively, these studies reveal that influencer attractiveness is more than just an

aesthetic trait—it is a strategic factor that strengthens consumer engagement, trust, and purchase decisions in digital marketing.

2.4 Trust

Trust holds a major role in the relationship between consumers and Social Media Influencers (SMIs), directly influencing purchasing behaviour and platform engagement. A survey by Gregor and Olejniczak (2023) revealed that Instagram and YouTube users generally perceive beauty influencers positively, with many consumers placing significant trust in their favourite influencers. This aligns with findings by Pop *et al*. (2022), who emphasised that consumer trust in SMIs positively impacts key stages of the customer journey, reinforcing the idea that trust is integral to consumer decision-making. Transparency is also a critical factor, as Chen *et al*. (2024) observed that consumers are more inclined to trust influencers who openly disclose brand collaborations and provide objective evaluations. Building and maintaining trust requires effective communication, as highlighted by Aakriti and Meghna (2021), who noted that frequent and meaningful interaction between influencers and their followers enhances trust. Castillol *et al*. (2022) further supported this by demonstrating that trustworthiness significantly impacts influencer credibility and, in turn, purchase intention. Ramela *et al*. (2022) showed that the more consumers trust influencers, the more they engage with social media. Chopra *et al*. (2020) further emphasised that consumers view influencers as authentic sources of information who honestly care for their audience, avoiding unverified promotions that could damage trust. Collectively, these studies highlight that trust is a foundational element in influencer marketing.

2.5 Purchase Behaviour

Social Media Influencers (SMIs) play a pivotal role in shaping consumer purchase intentions, often influencing buying decisions even in the absence of brand familiarity. Yusiana *et al*. (2023) suggest that influencer marketing can directly impact purchase decisions without requiring prior brand knowledge, emphasising the persuasive power of influencers. This aligns with the findings of Rosara and Luthfia (2020), who established that individual influencer significantly alters purchasing preferences through their content and engagement. The role of trust in the consumer decision-making process is also critical. Pop *et al*. (2022) highlighted that trust in SMIs has the most significant direct and indirect effects in the pre-purchase phase of the customer journey. Similarly, Mohamed *et al*. (2023) found that user-generated content on YouTube plays a direct role in shaping consumer purchase intentions, demonstrating that authentic and relatable content influences purchasing behaviour. Transparency further enhances trust, as Chen *et al*. (2024) noted that influencers who disclose brand collaborations and provide objective evaluations are more likely to increase consumer trust, ultimately driving purchase decisions.

2.6 Research Model for the Study

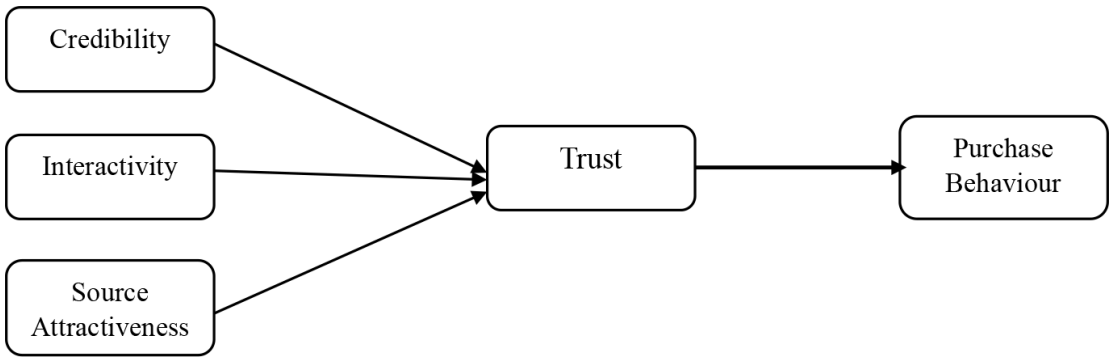


Figure 1. Research model for the study.

3. Statement of the Problem

In today's online world, social media has overtaken other channels to become the top digital way for customer interaction in the beauty industry. We can see that brand promoters often serve as the main trendsetters, acting as a reference point for shoppers looking at new products. Consumers turn to social media to read product reviews, and they rely on influencer marketing to raise brand awareness. Yet, despite its current importance, we don't know much about how social media use shapes consumers' thoughts on buying beauty products.

We also lack a good understanding of the key factors that push consumers to buy things because of influencer marketing. Influencers build their reliability, charm, and ability to engage with others, which can make them trusted sources of influence for consumers. However, we need to look into how these qualities might affect buying behaviour. This study, therefore, aims to grasp how customers use social media when buying beauty products, to follow their buying motivations related to personal digital celebrities, and to explore how an influencer's qualities affect consumers.

4. Objectives of the Study

i. To study the social media usage behaviour of consumers towards buying beauty products.
ii. To explore reasons that drive consumer purchasing behaviour in response to influencer marketing.
iii. To study the effect of social media influencers' attributes on the purchase behaviour of beauty products.

5. Research Methodology

5.1 Research Design

This study adopts a quantitative research approach to analyse the effect of influencer-driven marketing strategies on consumer buying behaviour for beauty products, specifically among individuals in North Goa who rely on social media influencers' recommendations. The research is designed to analyse consumer behaviour, factors driving purchasing decisions, and the effect of influencer attributes on purchase behaviour.

5.2 Data Collection

The study utilises both primary and secondary data sources:

- *Primary data*: Collected through a well-structured questionnaire designed to assess consumer behaviour towards beauty product purchases influenced by social media influencers. The questionnaire was shared using Google Forms with people who had past experience in online shopping, ensuring that the study focused on active digital consumers.
- *Secondary data*: Sourced from reputable websites, academic journals, and previous studies on influencer marketing, social media engagement, and consumer purchase behaviour in the beauty industry.

5.3 Time Period

The data has been collected from January 2025 to March 2025.

5.4 Sampling Technique and Sample Size

A total of 350 complete responses were collected from consumers in North Goa. Respondents were selected using a non-probability sampling method, ensuring that the sample included individuals who actively engage with social media influencers while making online purchases.

5.5 Measurement Scale and Variables

The questionnaire was developed using well-established measurement tools from previous literature, with necessary adaptations to align with the characteristics of social media influencers. The framework divides consumer purchase behaviour into three key dimensions:

- *Credibility* (six measurement items) – Adapted from Rita Vicente Rodrigues
- *Interactivity* (three measurement items) – Developed by Dr. Fred Chan
- *Source attractiveness* (nine measurement items) – Adapted from Rita Vicente Rodrigues
- *Trust* (four measurement items) - Adapted by Rebeka-Anna Pop
- *Consumer purchase intention* (four measurement items) – Based on Duffet's model

All items were rated on a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

5.6 Data Analysis

The collected data were systematically analysed using the Statistical Package for Social Sciences (SPSS) to ensure robust and reliable findings. The statistical techniques used in the study include:

- *Descriptive statistics* to summarise demographic and behavioural patterns.
- *Reliability analysis* to assess the consistency of the measurement scales.
- *Linear regression analysis* to examine the impact of influencer attributes (credibility, interactivity, and source attractiveness) on consumer trust and purchase behaviour.

6. Limitations of the Study

- The study is limited only to North Goa.
- A sample size of only 350 respondents has been selected for the study.
- Reliability of the report is based on information provided by the respondents.

7. Data Analysis and Interpretation

The collected data has been systematically analysed to derive a meaningful understanding of decoding the impact of influencer marketing on beauty product buying behaviour. The analysis aims to identify patterns, relationships, and significant factors influencing consumer decisions.

7.1 Demographic Profile of Respondent

Table 1 shows that the majority of respondents (80.9%) belong to the 18-30 age group, highlighting that young adults as the primary participants in this study. Both the below-18 and 31-50 age groups have an equal representation of 8.9%, while only 1.4% of respondents are 51 years or older. This indicates that influencer marketing in the beauty industry is primarily engaged by younger audiences. A significant proportion of the participants are female (65.7%), while males constitute 34.3% of the sample. This reflects that social media-influenced beauty product purchases are more prevalent among women, who have traditionally been the primary consumers of beauty-related products.

The largest segment of respondents consists of students (71.1%), followed by individuals in service (10.9%), self-employed individuals (8.0%), professionals (6.6%), and homemakers (3.4%). The high percentage of students indicates that digitally active young individuals have a pivotal contribution in responding to influencer marketing in the beauty industry.

A significant portion of respondents (59.1%) reported having no income, which aligns with the high

Table 1. Demographic profile of the respondent

Demographic Variable	Categories	Frequency	Percentage
Age	Below 18 years	31	8.9 %
	18-30 years	283	80.9%
	31-50 years	31	8.9%
	51 years and above	5	1.4%
	Total	350	100%
Gender	Male	120	34.3%
	Female	230	65.7%
	Total	350	100%
Occupation	Student	249	71.1%
	Service	38	10.9%
	Profession	23	6.6%
	Self employed	28	8.0%
	Home maker	12	3.4%
	Total	350	100%
Monthly income	No income	207	59.1%
	Less than Rs 10000	51	14.6%
	Rs 10001-20000	46	13.1%
	Rs 20001-40000	17	4.9%
	Rs 40001-60000	18	5.1%
	Rs 60001-100000	11	3.1%
	Total	350	100%
Educational Qualifications	No formal education	11	3.1%
	SSC	29	8.3%
	HSSC	124	35.4%
	Graduate	157	44.9%
	Post graduate	29	8.3%
	Total	350	100%

Source: Primary Data

percentage of students in the sample. Among those earning, 14.6% earn less than Rs 10,000, and 13.1% fall in the Rs 10,001-20,000 range. Only a small fraction of respondents earn more than Rs 40,000 per month. The largest share of participants is graduates (44.9%), followed by those with higher secondary education (35.4%), postgraduates (8.3%), and individuals with SSC-level education (8.3%). A smaller portion (3.1%) has no formal education. The prevalence of graduates indicates that individuals with higher education levels are more inclined to engage with influencer-driven beauty marketing.

7.2 Analysis of Objective I

To Study the Social Media Usage Behaviour towards Buying Beauty Products

To analyse social media consumption behaviour pertaining to purchasing beauty products, factors such as the platforms used, time spent searching for beauty products, types of beauty products purchased, and the number of beauty influencers followed were examined.

7.2.1 Social Media Platform Used for Learning About Beauty Products

The data from Table 2 reveals that Instagram (56.9%) is the widely used platform for learning about beauty products, indicating its dominance in influencer marketing and product promotions. YouTube 23 (30.0%) follows as the second most preferred platform, highlighting the significance of video content and detailed beauty tutorials in influencing consumer decisions. A smaller proportion of respondents rely on other platforms (9.71%), which could include blogs, TikTok, or beauty forums. Facebook (3.4%) is the least used platform for beauty-related content, suggesting a decline in its influence within this industry. Overall, the findings suggest that visually engaging and video-based platforms like Instagram and YouTube play a major role in defining consumer perceptions and purchasing decisions in the beauty sector.

Table 2. Social media platform used for learning about beauty products

Social media platform used for learning about beauty products		
Social media platform	Frequency	Percentage
Instagram	199	56.9%
YouTube	105	30.0%
Any Other	34	9.7%
Facebook	12	3.4%
Total	350	100.0

Source: Primary Data

7.2.2 Time Spent on Social Media for Searching for Beauty Products

The data in Table 3 indicates that a considerable percentage of participants (61.4%) devote less than 2 hours on a digital platform to gather information about beauty products. This indicates that most consumers prefer quick and concise content when researching beauty products. A significant portion (27.1%) spends 2 to 5 h, indicating a moderate level of engagement in beauty-related content. A smaller percentage (7.4%) spends 5 to 8 h, while only 4.0% dedicate 8 or more hours to researching beauty products.

Table 3. Number of hours spent on social media to gather information about beauty products

No. of hours spent	Frequency	Percentage
Less than 2 h	215	61.4%
2-5 h	95	27.1%
5-8 h	26	7.4%
8 and above	14	4.0%
Total	350	100.0

Source Primary Data

7.2.3 Number of Beauty Influencers Followed

Table 4 illustrates the number of beauty influencers followed by the survey participants. A significant majority (85.1%) follow 1-3 influencers, while 8.9% follow 4-6 influencers. A smaller portion (6%) of respondents follow more than 6 beauty influencers. This suggests that a larger segment of individuals in the sample have a limited number of beauty influencers they follow.

Table 4. Number of beauty influencers followed

No. of beauty influencers followed	Frequency	Percentage
1-3	298	85.1%
4-6	31	8.9 %
More than 6	21	6.0 %
Total	350	100.0

Source: Primary data

7.2.4 Types of Beauty Products Purchased using digital platforms

Table 5 indicates that skincare products (48.9%) are the most commonly purchased beauty items online, highlighting the increasing consumer inclination towards skincare routines and self-care products. Perfumes (42.3%) are the second most popular category,

Table 5. Type of beauty products purchased using digital platforms

Beauty Product	Count	Percentage
Skincare	171	48.9%
Makeup	112	32%
Haircare	117	33.4%
Nail care	37	10.6%
Body care	79	22.6%
Oral care	35	10%
Perfumes	148	42.3%
Grooming	150	14.3%
Beauty tools and accessories	109	31.1%

Source: Primary Data

suggesting that fragrances hold a strong appeal in online shopping. 26 Haircare (33.4%) and makeup (32%) follow closely, showing that consumers are also inclined to purchase products related to hair maintenance and cosmetics. Beauty tools and accessories (31.1%) also have a significant share, reflecting the demand for application tools and beauty-enhancing devices. Less frequently purchased categories include body care (22.6%), grooming products (14.3%), nail care (10.6%), and oral care (10 %), indicating that while these products are bought online, they may not be as prioritised as skincare, perfumes, or makeup.

7.3 Analysis of Objective II

To Explore the Reasons that Drive Consumer Purchasing Behaviour in Response to Influencer Marketing

Table 6. Reasons for purchasing beauty products recommended by influencers

Reasons	Frequency	Percentage
Curiosity of trying new products	84	24.0%
Discounts are recommended in the influencer's opinion	86	24.6%
FOMO (Fear Of Missing Out)	13	3.7%
Trust in influencers opinion	167	47.7%
Total	350	100.0

Source: Primary Data

Table 6 provides a breakdown of the main reasons for purchasing beauty products recommended by influencers. The most common motivator, cited by 47.71% of respondents, is trust in the influencer's opinion. Close behind, at 24.6%, are discounts offered through influencers. Curiosity about trying new products accounts for 24% of responses. The least influential factor, at only 3.71%, is FOMO (fear of missing out). In short, trust in influencers is the dominant driver for purchasing beauty products.

7.4 Analysis of Objective III

To Study the Effect of Social Media Influencers' Attributes on Purchase Behaviour of Beauty Products

7.4.1 Measurement Development

Table 7. List of Items taken for the measurement of the construct

Constructs	Statements	Adopted from
Credibility	I think that the SMI is honest.	Rita Vicente Rodrigues (2021)
	I think that a social media influencer is reliable.	
	I think that a social media influencer is knowledgeable.	
	I think that the SMI is dependable.	
	I think that the SMI is an expert.	
	I think that the SMI is experienced.	
Interactivity	I feel that SMI respond to me quickly and efficiently if I post a comment.	Fred Chan (2022)
	I feel that SMI allow me to communicate directly with him/ her.	
	I feel that SMI will reply to me if I send a private message.	
Source Attractiveness	I am similar to the SMI in interest.	Rita Vicente Rodrigues (2021)
	The SMI is friendly.	
	I know the SMI well.	

Table 7. Continued...

Constructs	Statements	Adopted from
	I am similar to the SMI on basic values.	
	I find the SMI very attractive physically.	
	I think the SMI is quite pretty.	
	I am similar to the SMI in cultural background.	
	I am similar to the SMI in appearance.	
	I am similar to the SMI in overall lifestyle.	
Trust	I think Social media influencers are competent in keeping their promise.	Rebeka-Anna Pop et al. (2022)
	I trust the recommendations of influencers in their sponsored posts.	
	I think Influencer marketing helps me make informed purchase decisions.	
	I find that SMI's content is believable.	
Purchase behaviour	I will buy products that are advertised on social media.	Duffett (2014)
	I desire to buy products that are promoted in advertisements on social media.	
	I am likely to buy products that are promoted on social media.	
	I plan to purchase products that are promoted on social media.	

Source: Secondary Data

Table 8. Reliability analysis and factor loading

Constructs	Statements	Factor loading	Cronbach Alpha
Credibility	I think that the SMI is honest	0.675	.889
	I think that a social media influencer is reliable	0.721	
	I think that a social media influencer is knowledgeable	0.755	
	I think that the SMI is dependable.	0.561	
	I think that the SMI is an expert.	0.687	
	I think that the SMI is experienced.	0.725	
Interactivity	I feel that SMI respond to me quickly and efficiently if I post a comment.	0.781	.864
	I feel that SMI allow me to communicate directly with him/ her.	0.694	
	I feel that SMI will reply to me if I send a private message	0.650	
Source Attractiveness	I am similar to the SMI in interest.	0.571	.940
	The SMI is friendly.	0.655	
	I know the SMI well	0.690	
	I am similar to the SMI on basic values.	0.717	
	I find the SMI very attractive physically.	0.679	
	I think the SMI is quite pretty.	0.686	
	I am similar to the SMI in cultural background.	0.760	
	I am similar to the SMI in appearance.	0.739	
	I am similar to the SMI in overall lifestyle.	0.707	
Trust	I think Social media influencers are competent in keeping their promise	0.716	.891
	I trust the recommendations of influencers in their sponsored posts.	0.665	
	I think Influencer marketing helps me make informed purchase decisions.	0.669	
	I find that SMI's content is believable.	0.647	
Purchase behaviour	I will buy products that are advertised on social media.	0.731	.911
	I desire to buy products that are promoted in advertisements on social media.	0.763	
	I am likely to buy products that are promoted on social media.	0.784	
	I plan to purchase products that are promoted on social media.	0.757	

Source: Secondary Data

7.4.2 Reliability Analysis

The reliability test, as examined in this study, was conducted by looking at the Cronbach's Alpha values obtained from calculations through SPSS. If Cronbach's Alpha ≥ 0.6, then the statement item is declared reliable.

Table 8 highlights that the scale assessing social media influencer credibility has a reliability of Cronbach's alpha at 0.889; the interactivity has a reliability of Cronbach's alpha at 0.864; source attractiveness has a reliability of Cronbach's alpha at 0.940; trust has a reliability of Cronbach's alpha at 0.891, and Purchase intention has a reliability of 0.911. Therefore, the reliability of all variables is confirmed by the internal consistency measure (Cronbach's Alpha), suggesting they are dependable within the context of this study. Furthermore, all variables reflected an acceptable level of internal consistency and reliability since all Cronbach's alpha variables were greater than 0.6.

7.4.3 Factor Loadings

Factor loadings represent the degree to which each item in the correlation matrix aligns with its designated principal component. Higher absolute values indicate a stronger association between the item and the underlying factor. In this study, all items demonstrate factor loadings surpassing the recommended threshold of 0.5, as proposed by Hair *et al*. (2010). The validated measurement model, along with the corresponding factor loadings, is presented in Table 8.

7.4.4 Hypothesis of the Study

H_1: There is an impact of the Credibility of Social Media influencers in creating Trust behind consumer purchase towards beauty products.

H_2: There is an impact of the Interactivity of Social Media influencers in creating Trust behind consumer purchases towards beauty products.

H_3: There is an impact of the Source attractiveness of Social Media influencers in creating Trust behind consumer purchase towards beauty products.

H_4: There is an association between the Trust of consumers towards beauty products and their purchase behaviour.

Table 9 represents the R-Square and Adjusted R-Square values for the regression models examining the associations among distinct independent variables and their impact on Trust and Purchase Intention.

Credibility – Trust relationship has an R^2 of 0.482, meaning that 48.2% of the variation in Trust is explained by Credibility. The Adjusted R^2 (0.480) suggests a minimal adjustment, indicating a strong and reliable model.

Interactivity – Trust relationship has an R^2 of 0.367, meaning 36.7% of the variation in Trust is explained by Interactivity. The Adjusted R^2 (0.365) is slightly lower, indicating that interactivity has a moderate impact on trust.

Source Attractiveness – Trust relationship has an R^2 of 0.474, meaning 47.4% of the variation in Trust is explained by Source Attractiveness. The Adjusted R^2 (0.472) is very close, confirming that this model is strong.

Trust – Purchase Intention relationship has the highest R^2 (0.560), meaning 56% of the variation in Purchase

Table 9. Coefficient of determination R^2 result

Path	R-Square	Adjusted R-squared
Credibility - Trust	0.482	0.480
Interactivity - Trust	0.367	0.365
Source Attractiveness - Trust	0.474	0.472
Trust - Purchase intention	0.560	0.559

Source: Author's compilation based on Primary data

Table 10. Anova F–test result

Path	Model Regression	F-statistic	Significance value
Credibility - Trust	1744.409	323.678	0.000[b]
Interactivity - Trust	1327.517	201.527	0.000[b]
Source Attractiveness - Trust	1714.540	313.149	0.000[b]
Trust - Purchase intention	2195.096	443.490	0.000[b]

Source: Author's compilation based on Primary data

Intention is explained by Trust. The Adjusted R^2 (0.559) remains nearly the same, reinforcing the reliability of the model.

The regression analysis results in Table 10 indicate a significant relationship between various independent variables and trust, as well as between trust and purchase intention. The model examining the impact of credibility on trust yielded an F-statistic of 323.678 with a significance value of 0.000, suggesting that credibility acts as a powerful predictor of trust. Similarly, the relationship between interactivity and trust was found to be significant, with an F-statistic of 201.527 and a significance value of 0.000, highlighting the role of interactive engagement in building consumer trust. Additionally, the model assessing the effect of source attractiveness on trust demonstrated statistical significance, with an F-statistic of 313.149 and a significance value of 0.000, indicating that a more attractive source positively influences trust. Finally, trust itself was found to significantly predict purchase intention, as evidenced by an F-statistic of 443.490 and a significance value of 0.000. These findings collectively underscore the crucial role of credibility, interactivity, and source attractiveness in fostering trust, which in turn strongly influences consumers' intention to make a purchase.

Table 11 represents the results of a regression analysis examining the impact of different factors on Trust and how Trust influences Purchase Intention.

The first three rows indicate the effect of Credibility, Interactivity, and Source Attractiveness on Trust. The unstandardised coefficient (B) for Credibility (0.498) suggests that for every one-unit increase in credibility, trust increases by 0.498 units. Similarly, Interactivity (B = 0.755) and Source Attractiveness (B = 0.338) also positively influence trust. Among these factors, Interactivity has the highest unstandardised coefficient (0.755), indicating it has the strongest direct impact on trust. The standardised coefficients (Beta values) show that Credibility (0.694) and Source Attractiveness (0.688) have a similarly strong influence on trust, while Interactivity (0.606) has a slightly weaker effect. The T-values are all high, and the significance values (Sig = 0.000) validate that these associations are statistically significant.

The final row analyses the impact of Trust on Purchase Intention. The unstandardised coefficient (B = 0.779) shows that a one-unit increase in trust leads to a 0.779-unit increase in purchase intention. The standardised Beta (0.749) further confirms that trust exerts a strong positive impact on purchase intention. With a t-value of 21.059 and a significance level of 0.000, this relationship is also statistically significant.

8. Findings and Discussions

Social media marketing has redefined customer engagement by providing businesses with various online platforms for interaction. By leveraging engaging and interactive content, social media influencers act as a bridge between brands and consumers, allowing companies to revamp their advertising strategies and connect with customers worldwide. This digital approach enhances business-customer relationships by fostering collaboration and facilitating seamless communication.

- A sample of 350 consumers who were influenced to purchase beauty products recommended by social media influencers was analysed in the study.

Table 11. T-test result

Variables	Unstandardised coefficient		Standardised coefficient	T	Sig
	B	Std error	Beta		
Credibility - Trust	0.498	0.028	0.694	17.991	0.000
Interactivity - Trust	0.755	0.053	0.606	14.196	0.000
Source Attractiveness - Trust	0.338	0.019	0.688	17.696	0.000
Trust - Purchase intention	0.779	0.037	0.749	21.059	0.000

Source: Author's compilation based on Primary data

- With regards to age group, it was found that the Majority, *i.e.*, (80.9%), respondents are between the age group of 18-30. This means that mostly young adults between the age group of 18-30 are getting influenced by the influencer to buy beauty products.
- Out of the total participants, 34.3% were male, and 65.7% were female, indicating a higher participation of female consumers. This suggests that while beauty products appeal to both genders, they have a stronger influence on female consumers. However, the presence of male participants highlights the growing interest in beauty products among men as well.
- Young adults represent the largest segment of participants aged 18-30 years, with 71.1% being students. Additionally, 12 respondents are homemakers, while 6.6% work as professionals, 8% are self-employed, and 10.9% are employed in the service sector.
- A significant portion (59.1%) of respondents do not have any income, accounting for 207 participants. Among those earning, 14.6% make less than ₹10,000, while 13.1% earn between ₹10,001-₹20,000. A smaller group (3.1%) earns between ₹60,001 - ₹1,00,000, totalling 11 respondents.
- With regards to educational qualifications, we found out that most of the respondents that is (44.9 %) are graduates, and very few respondents that is (3.1%) have no formal education.
- Instagram is the most informative platform for beauty products, according to 56.9% of respondents, whereas Facebook is the least preferred, with only 3.4% finding it useful.
- A majority (61.4%) spend less than 2 hours on social media to gather information about beauty products, while very few spend 8+ hours.
- The majority of respondents (85.1%) follow 1 to 3 beauty influencers, indicating that consumers prefer to engage with a limited number of trusted influencers rather than following multiple sources. A smaller percentage (6%) follow more than 6 influencers, suggesting that only a few individuals actively seek recommendations from a wide range of influencers.
- Skincare products are the most commonly purchased, with 48.9% of respondents opting for items like moisturisers, serums, and face masks. Perfumes are the next most preferred category, with 42.3% of respondents purchasing them, likely influenced by fragrance recommendations and personal brand endorsements by influencers. Haircare products are purchased by 33.4% of respondents, suggesting moderate influence in this segment, possibly driven by influencers promoting specific shampoos, conditioners, or hair treatments. Oral care products are the least purchased, with only 10% of respondents buying them, indicating that influencer marketing in this category has minimal impact compared to skincare and fragrance products.
- The study found that expertise in beauty products (28%) and consistency and honesty (27.1%) were the most influential factors in shaping consumer purchasing decisions. Credibility (24.3%) and source attractiveness (20.9%) also played significant roles, highlighting the importance of trust and appeal. Meanwhile, engagement (12.3%) and transparency about sponsorships (17.7%) had relatively lower influence, suggesting that while interaction matters, expertise and honesty are key drivers of consumer trust.
- A very small percentage (3.7%) admitted to purchasing beauty products due to FOMO (Fear of Missing Out). This points to the fact that although a few consumers feel pressured to keep up with beauty trends promoted by influencers, the primary motivation remains trust rather than social pressure.

Table 12. Summarised result

Hypothesis	Path	Adjusted R^2	F-Test Sig	T-Test Sig	pvalue	Result
H1	Credibility - Trust	0.480	323.678	6.213	0.00	Supported
H2	Interactivity - Trust	0.365	201.527	11.722	0.00	Supported
H3	Source Attractiveness - Trust	0.472	313.149	6.444	0.00	Supported
H4	Trust - Purchase intention	0.559	443.490	5.509	0.00	Supported

Source: Author's compilation based on Primary data

- The study found that the credibility of social media influencers significantly impacts consumer trust in purchasing beauty products. This conclusion is supported by the P-value, which is less than 0.05 and approaches 0.00, leading to the rejection of the null hypothesis and the acceptance of the alternative hypothesis.
- The study also confirmed that source attractiveness influences consumer trust in purchasing beauty products. This is evident from the p-value, which is less than 0.05 and approaches 0.00, leading to the rejection of the null hypothesis and the acceptance of the alternative hypothesis.
- The study established a significant association between the interactivity of social media influencers and consumer trust in purchasing beauty products. This is supported by the p-value, which is less than 0.05 and approaches 0.00, leading to the rejection of the null hypothesis and the acceptance of the alternative hypothesis.
- The results show that consumer trust in social media influencers directly influences their purchasing behaviour for beauty products. This is supported by the p-value, which is less than 0.05 and approaches 0.00, leading to the rejection of the null hypothesis and the acceptance of the alternative hypothesis.

The outcome of the hypothesis analysis indicates that all proposed hypotheses (H1, H2, H3, and H4) were supported. The adjusted R^2 values suggest a substantial interpretive strength for each relationship. The F-test and T-test significance values were statistically significant, with p-values of 0.00, confirming that credibility, interactivity, and source attractiveness significantly influence trust, while trust positively impacts purchase intention

9. Conclusion

The study highlights that young adults (18-30 years) are the primary consumers influenced by beauty influencers, with a higher female participation (65.7%) but a growing interest among men. Students (71.1%) form the largest consumer base, with many having no income, highlighting the role of affordability and influencer credibility in purchase decisions. Instagram (56.9%) is the preferred platform, and most respondents (85.1%) follow only 1-3 influencers, indicating trust in select personalities. Skincare (48.9%) and perfumes (42.3%) are the most purchased products, while oral care (10%) sees minimal influence. Expertise (28%) and honesty (27.1%) are the key factors driving purchases, while FOMO has a minor impact (3.7%), emphasising trust over social pressure. These findings underscore the selective yet strong impact of influencer marketing, where credibility and product knowledge play an instrumental role in shaping consumer behaviour.

The growing interest in social media influencer marketing, particularly among young adults, is driven by their extensive engagement with the digital world. Credibility and trust play a crucial role in shaping media users' perceptions, as influencers' communication skills and presentation significantly impact their audience. This confirms the second research assumption, which states that people are generally impressed by influencers' ability to connect effectively.

As young individuals find digital content highly engaging, they are more inclined to trust recommendations from influencers who belong to their age group. This highlights a strong positive correlation between source attractiveness and trust. These key attributes of social media influencers significantly influence consumers' purchase intentions.

For businesses, leveraging influencer marketing has become not only easy but also essential in today's competitive landscape. It provides a convenient and efficient way to reach a large audience within a short span. Ultimately, the increasing role of social media and influencer marketing highlights their growing impact on consumer decision-making, particularly in the cosmetics industry.

10. Implications of the Study

The findings of this study present important implications for practitioners, social media influencers, and marketers in the beauty industry. The strong impact of credibility, interactivity, and source attractiveness on consumer

trust underscores the key attributes practitioners must strengthen to communicate effectively with audiences. Beauty brands should prioritise partnerships with influencers who consistently display honesty, expertise, and dependability, as credibility remains a crucial driver of trust. For social media influencers, timely engagement through responding to comments and messages significantly enhances trust, making it essential to maintain two-way communication, develop a relatable persona, and create content that aligns with followers' lifestyles and interests. From a marketing perspective, the results highlight the need for strategic integration of influencer qualities into promotional activities. Marketers should design targeted campaigns by selecting influencers whose audience profiles match the brand's intended consumers, especially young and digitally active individuals. Since trust strongly shapes purchase intentions, campaigns should emphasise authentic experiences, user-generated content, and testimonials, while influencer-linked incentives such as exclusive discounts can further boost consumer motivation. Overall, the study reinforces that trust cultivated through influencer characteristics must remain central to influencer-driven marketing strategies in the beauty sector.

11. Future Scope of Study

Future studies that investigate the possible long-term effects of influencer marketing on brand loyalty among different age groups and cultural backgrounds could be processed. Comparative research exploring the differences in micro-influencers and famous influencers might be another example. These types of studies can be used as a base to understand which factor affects trust in influencers, like authenticity, perceived expertise and relatability. The last area of research lies in the sector of Artificial Intelligence that has created data-based influencers and artificial copies (of people), and how such technologies influence consumer behaviour and also the challenges posed to brands with this digital transformation. The given studies are quite a lot of undiscovered issues that we can research these days.

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