

## **The Impact of Influencer Marketing on Consumer Behaviour in the Cosmetic Industry: Analysing Engagement, Credibility, And Platform Preferences**

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### **Abstract**

In the digital era, social media has transformed consumer-business interactions by enabling direct engagement and product discovery. Influencer marketing, a prominent trend driven by the rapid growth of social media users, has reshaped traditional advertising by leveraging individuals with large followings to promote brands. This method enhances credibility and trust, effectively engaging consumers through personalized endorsements. The cosmetic industry, with its diverse range of products and increasing innovation, benefits significantly from influencer marketing, especially in promoting new and organic products. Despite its advantages, there is a notable skepticism among consumers regarding influencer authenticity, with 57.1% not feeling misled, but 42.8% expressing doubt or concern. The study employed a descriptive quantitative approach, using online questionnaires and PSPP software to analyse data from 112 participants. Results indicate that Instagram is the preferred platform for engaging content, while online reviews and ratings play a crucial role in purchasing decisions. Consumers generally favour in-person shopping but rely on online reviews for guidance when purchasing cosmetics. The study highlights a mixed perception of influencer marketing's impact, with a significant portion remaining neutral or skeptical about its effectiveness. Overall, transparency, credibility, and engaging content are critical for leveraging influencer marketing to influence consumer behaviour positively.

### **INTRODUCTION**

In today's digital era, social media has emerged as a dominant force, revolutionizing the way people connect and interact. This online platform enables users to create and share content, fostering enhanced networking opportunities. By bridging the gap between the public and businesses, social media facilitates the discovery of new products for both influencers and consumers. It has shifted the focus from traditional advertising to digital marketing, offering a cost-effective way to promote businesses, drive growth, and elevate brand value.

One of the greatest trends in social media is influencer marketing. Influencer marketing has gained traction because the number of users in social media is increasing rapidly. It has totally transformed the way businesses connect with consumers by approaching ordinary individuals with a great number of followers to promote their brand and products. Influencer marketing helps the businesses earn credibility among the consumers more effectively than the traditional marketing methods. As influencers have a genuine connection with their followers, it allows them to project the brand in a positive light. Influencer marketing aims to build awareness improve knowledge and recommend the product to the public.

Influencer marketing is the place where the technology, influencer and consumer behaviour meet. In the current scenario, influencer marketing is like word -of- mouth. It is the best way for the brand to engage with people authentically because the influencers have a unique connection with their followers. They are not just promoting or recommending the product but also sharing their personal information to create a personal touch that makes their recommendation more trustworthy. After digitalisation, customers prefer to check the online reviews before making any purchase, which is a major reason for the increase in influencer marketing.

The cosmetic industry has a wide array of products ranging from personal care products, hair care products, skin care products, makeup items and so on. In the recent times, the cosmetic industry has witnessed new innovations like Colour cosmetics which include makeup products with different shades. This has seen a huge surge in its demand in the market. Women are especially more interested in cosmetic products and want to explore different types of shades, hair color, and self-care products. Middle- aged men and women are more conscious of aging like wrinkles, flawless, pimples, acne, pigmentation and other aging problems. Anti-aging products are widely used by many people to eliminate fine lines, wrinkles, and dark spots to look young and beautiful. Influencer marketing helps new innovative cosmetic products to reach these huge audiences.

The awareness of skin concerns is increasing through social media. The rise in demand for cosmetic products led to the increased competition among various brands. Influencer marketing plays a vital role when businesses face difficulties to promote the new discoveries of cosmetic products. Celebrities and social media influencers play the role of opinion leaders, helping businesses promote beauty brands and cosmetic products in the market. Organic and natural cosmetic

production includes ingredients like aloe vera, turmeric, essential oils and various other natural elements. For fast and better results to the end users, brands are opting for organic cosmetic production, and it is also easy to expand the product through influencer marketing.

Consumer purchase behaviour is shaped by various influencers and factors. Majority of the consumers gain trust by looking at the influencer's product recommendation and reviews and are stimulated to purchase the product. Influencer marketing plays a major role in consumer behaviour. It has the power to drive the consumer to behave either positively or negatively. Consumers may be manipulated by influencers to either buy or to not buy the product. Consumer's decision-making power is taken over by influencers. Consumer behaviour is also based on culture norms, personal preferences, brand reputation, advertising, and social media trends. Their preferences also depend on lifestyle, values, self-image and quality of the product, price, and ingredients.

## OBJECTIVES

- To assess the impact of influencer marketing on consumer behaviour.
- To evaluate how consumer behaviour is shaped by influencer marketing.
- To investigate how online reviews affect purchasing decisions in the cosmetic industry.

## REVIEW OF LITERATURE

**Arminda Paço & Sofia Oliveira (2017)** highlighted the significant role of influencer marketing in the fashion and beauty industries. Their research emphasizes the genuine communication between influencers and consumers, which facilitates the dissemination of accurate information. Utilizing a descriptive and quantitative study approach, the research explores the relationship between social media influencers and their followers. Findings indicate that consumers' purchasing decisions and personal style are heavily influenced by influencer marketing. The study reveals that consumers often hold favourable opinions of influencers, with many accepting their recommendations and opinions.

**Aanchal Nagori (2020)** explored the role of influencer marketing as a promotional tool for health and beauty products. Influencers utilize digital marketing platforms to engage with consumers effectively. The study employs primary data collection to assess advancements in digital marketing technology. Results show that 99% of respondents, who are highly active on social media, are familiar with influencer marketing. The research highlights the effectiveness of targeting Gen Z consumers, demonstrating that social media is instrumental in raising awareness about new products and brands.

**Margareta Nadanyiova et.al. (2020)** found that consumers place significant admiration and trust in their favourite influencers, prompting companies to use influencer marketing to effectively reach target audiences. The study surveyed 410 respondents through a questionnaire that incorporated both qualitative and quantitative methods, complemented by secondary data collection. The findings conclude that influencer marketing fosters a positive perception of a company and maintain loyalty and trustworthiness to sustain their social media presence and influence.

**Qin MoShi (2020)** examined the increasing trend of companies partnering with influencers to promote their products and services globally. The primary motivation for these partnerships is to enhance worldwide product visibility. The study employs a quantitative research method to analyse consumer attitudes and online buying behaviour, with a sample size of 135 respondents. The findings offer valuable insights into the behaviour of young consumers in response to influencer marketing, and provide guidance for young individuals in making informed purchasing decisions.

**Laura Hofei (2021)**, investigated how social media influences customers' decisions to purchase cosmetic products, with a particular focus on the impact of influencer recommendations and online reviews. A survey was conducted with 126 participants, revealing that both influencer recommendations and online reviews significantly affect consumer purchasing decisions. However, online reviews were found to have a greater impact compared to influencer recommendations. The study was distributed via social media platforms, targeting internet users to gather insights on their buying behaviour.

**Jay Kumar Dewangan, Uditan Trechan, (2022)** explored how influencer marketing has become an integral part of the marketing mix, with companies increasingly favouring it over traditional methods. Consumers tend to feel a stronger connection with influencers than with celebrities, and influencers are more cost-effective. The findings highlight that social media influences extend to children, with influencers promoting products such as children's food and tourism.

**Noemie Gelati et., al (2022)** examined how the beauty and fashion industries use social media to target consumers, particularly teenagers. Using qualitative methods, the research finds that influencers drive product purchases through honest reviews and sample promotions. Influencers have a significant daily impact on teenagers' buying decisions and effectively cater to new generations and diverse consumer types.

**Ronn Alexis V. Castillo et. al (2022)** explored how influencers play a crucial role in connecting brands with their target audiences through social media platforms. Utilizing descriptive and quantitative methods with 385 respondents, the study assesses the reliability of the cosmetic industry. Findings reveal that Gen Z spends significant time on social media, showing heightened interest in cosmetics and beauty products, which informs strategies for promotion, product development, and price adjustment.

**Durga Varma, Subha.K (2023)** investigated how social media influencers affect the purchase intentions of youth, focusing on respondents aged 15 to 25. Using a descriptive research method with 176 participants, the study finds that while influencer marketing educates consumers about brands and products, purchase intentions are less influenced by the creativity and promotion efforts of influencers. Instead, customers' decisions are primarily driven by the popularity of the brand.

**Ishvinder Singh Ahluwalai, Subasish Mohanty, et.al., (2023)**, examined how influencer marketing affects consumer attitudes in the Indian market using quantitative research and online surveys. The study finds that influencer marketing improves consumer behaviour, increasing both purchasing intentions and brand acceptability. Influencer's help customers discover new products and foster a positive relationship, enhancing the overall impact of influencer marketing.

**Naincy Prajapati (2023)** explored how influencer marketing effectively reaches target audiences and positively impacts consumer behaviour. Using exploratory research and secondary data, the study highlights that brands increasingly rely on influencer marketing to promote products. The research emphasizes the importance of maintaining transparency and ethical guidelines in influencer-brand relationships, which fosters long-term connections with followers and customers.

**Ragul kumavat, Dr. Chandrakant Hake,et.al., (2023)**, influencer marketing significantly expands a brand's reach compared to traditional advertising. Using a mixed research approach with 500 respondents, the study reveals that influencer marketing effectively boosts sales and brand awareness. It also enhances customer engagement and supports product growth in the market.

## MATERIAL AND METHODOLOGY

In this study, we employed a pragmatic approach to examine the impact of influencer marketing on consumer behaviour. We designed questionnaires addressing various aspects such as social media influences, consumer attitudes, purchasing intentions, and influencer marketing. Data was collected online using Microsoft Forms, with a sample size of 112 participants. We used convenience sampling technique for data collection. The research methodology is descriptive, and the quantitative data were analysed using the PSPP software.

## RESULT AND DISCUSSION

Demographic Profile shows that respondents for this research are 112. Out of 112 respondents, 51 are male (45.5%) and 61 are female (55.5%). Majority of the population falls within the 16 to 25 age range, making up 75.90% of the total. 1.80% in the below 15 category, 26 to 35 (9.80%), 36 to 45 (7.10%), 46 to 55 (2.70%), and above 55 (2.70%) age ranges is relatively low.

**Table 1: Demographic Profile**

Particulars	Frequency	Percentage
<b>Gender</b>		
Male	51	45.50
Female	61	55.50
<b>Age</b>		
Below 15	2	1.80
16 to 25	85	75.90
26 to 35	11	9.80
36 to 45	8	7.10
46 to 55	3	2.70
Above 55	3	2.70

**Table 2: Hours spend on social media in a day**

Particulars	Frequency	Percentage
Less than 3 hours	50	44.6
Between 3 to 6 hours	41	36.6
More than 6 hours	21	18.8

Hours spend on social media in a day shows that 44.6% are spending less than 3 hours on social media in a day, 36.6% are spending between 3 to 6 hours in a day, 18.8% are spending more than 6 hours in a day. The maximum of the respondents spending hours on social media is less than 3 hours.

**Table 3: Preferred Platform**

Particulars	Frequency	Percentage
<b>Most preferred Platform</b>		
YouTube	24	21.40
Facebook	4	3.60
Instagram	62	55.40
WhatsApp	17	15.20
Others	5	4.50
<b>Least Preferred Platform</b>		
YouTube	24	21.40
Facebook	30	26.80
Instagram	15	13.40
WhatsApp	30	26.80
TikTok	5	4.50
Others	8	7.10

Preferred Platform by the respondents shows that 21.40% of the respondents are preferred YouTube. 3.60% of the respondents are preferred Facebook. 55.40% of respondents are preferred Instagram. 15.20% of respondents are preferred WhatsApp. 4.50% of respondents are preferred others. The least preferred platform is 21.40% of the respondents are preferred YouTube. 26.80% of the respondents are preferred Facebook, 13.40% of the respondents are preferred Instagram, 26.80% of the respondents are preferred WhatsApp, 4.50% of the respondents are preferred TikTok, 7.10% of the respondents are preferred Others. From this we conclude that most preferred platform is Instagram and least preferred platform is Facebook and WhatsApp.

**Table 4: Mislead by influencer endorsement**

Particulars	Frequency	Percentage
Yes	12	10.7
No	64	57.1
Maybe	36	32.1

Ever Felt Misled by an Influencer's Endorsement it shows that 10.7% of the customers are misled by influencers, 57.1% of the customers are not misled by the customer and 32.1 % are maybe misled by the customer. The maximum customer is not misleading by the influencers, because influencers are truthful to their customer.

**Table 5: Following any influencer on social media**

Particulars	Frequency	Percentage
Yes	64	57.10
No	48	42.90

Following influencers on social media shows that 57.10% of the respondents are following the influencers on social media, 42.90% of the respondents are not following any influencers on social media. The maximum of the respondents is following the influencers on social media. so, we can consider that most of them are purchasing the product based on influencer reviews, which can lead to positive impact or sometimes be misled by the influencer.

**Table 6: Frequent Online Purchases of Cosmetic Products**

Particulars	Frequency	Percentage
Rarely	44	39.3
Occasionally	29	25.9
Frequently	14	12.5
Never	25	22.3

Frequent online purchases of cosmetic products shows that 39.3% of customers are rarely purchase the cosmetic product through online, 25.9% of customers are occasionally purchasing the cosmetic product through online, 12.5% of customers are frequently purchasing the cosmetic product through online, 22.3% of customer never purchase cosmetic product through online. The maximum customer is rarely purchasing the cosmetic product, because there is no chance to test the cosmetic product.

**Table 7: Reading online review before making a cosmetic purchase**

Particulars	Frequency	Percentage
Always	53	47.3
Rarely	18	16.1
Often	32	28.6
Never	9	8

Reading online review before making a cosmetic purchase shows that a substantial portion of consumers 47.3% always reads online reviews before purchasing cosmetic products, indicating that reviews play a crucial role in their decision-making process. Additionally, 28.6% of consumers often check reviews, showing that a significant majority prioritize this information. Conversely, 16.1% of individuals rarely consult reviews, and only 8% never do. This suggests that while reviews are highly influential for many, a smaller segment of the market may rely less on them when making cosmetic purchases.

**Table 8: Impact of Ratings on Cosmetic Product Purchases**

Particulars	Frequency	Percentage
Extremely important	50	44.6
Somewhat important	28	25
Neutral	24	21.4
Extremely not important	5	4.5
Somewhat not important	5	4.5

The impact of ratings on cosmetic product purchases reveals that 44.6% of customers place extreme importance on the overall rating of a cosmetic product when making a purchasing decision. 25% of customers consider the overall rating to be somewhat important in their decision-making process. 21.4% of customers view the overall rating with neutral importance. 4.5% of customers do not assign significant importance to the overall rating of the product. 4.5% of customers also do not consider the overall rating to be somewhat important. The majority of customers (44.6%) attach extreme importance to product ratings, as these ratings help them assess the quality and benefits of the product. This indicates that ratings are a critical factor in influencing cosmetic product purchases, as they provide valuable insights into product performance and customer satisfaction.

**Table 9: Most engaging factors in social media**

Particulars	Frequency	Percentage
Videos	53	47.3
Text	34	30.4
Image	25	22.3

Most Engaging Factors on Social Media are 47.3% of customers prefer videos, 30.4% of customers prefer text, 22.3% of customers prefer images. The majority of customers (47.3%) find videos to be the most engaging content type on social media. Videos are particularly appealing as they effectively capture attention and make it easier for viewers to understand concepts and information. This preference highlights the effectiveness of video content in engaging and communicating with audiences.

**Table 10: Overall impact of influencer marketing on consumer behaviour**

Particulars	Frequency	Percentage
Very positive	6	5.4
Positive	36	32.1
Neutral	67	59.8
Negative	2	1.8
Very negative	1	0.9

Overall impact of influencer marketing on consumer behaviour shows that 5.4% are very positive impact of influencer marketing on consumer behaviour, 32.1% are positive impact of influencer marketing on consumer behaviour, 59.8% are neutral impact of influencer marketing on consumer behaviour, 1.8% are negative impact of influencer marketing on consumer behaviour, 0.9% are very negative impact of influencer marketing on consumer behaviour. The maximum consumer behaviour is positive because they create awareness about the product which helps the customer to buy the product without any hesitation. It also helps to increase the product demand and profitability.

**Table 12: Influencer Recommends Purchasing a Desired Product**

Particulars	Frequency	Percentage
Strongly agree	13	11.60
Agree	33	29.50
Neither disagree nor agree	30	26.80
Disagree	17	15.20
Strongly disagree	19	17.00

Influencer recommends purchasing a desired product shows that 29.50% agree that influencers recommend buying needed cosmetic products. 11.60% strongly agree that influencers recommend buying needed cosmetic products. 26.80% are neutral, neither agreeing nor disagreeing with the recommendation. 15.20% disagree with the idea that influencers recommend buying needed cosmetic products. 17.00% strongly disagree that influencers recommend buying needed cosmetic products.

**Table 13: Influencer marketing creates awareness to discover new product**

Particulars	Frequency	Percentage
Strongly agree	22	19.60
Agree	43	38.40
Neither disagree nor agree	25	22.30
Disagree	13	11.60
Strongly disagree	9	8.00

Influencer marketing creates awareness to discover new product shows that 38.40% of customers agree that influencer marketing helps in discovering new products, 19.60% strongly agree with the idea that influencer marketing facilitates product discovery, 22.30% are neutral, neither agreeing nor disagreeing about influencer marketing's role in discovering new products, 11.60% disagree that influencer marketing aids in product discovery and 8.00% strongly disagree with this view.

**Table 14: Disappointment with Product Purchases Based on Influencer Recommendations**

Particulars	Frequency	Percentage
Strongly agree	11	9.80
Agree	13	11.60
Neither disagree nor agree	49	43.80
Disagree	26	23.20
Strongly disagree	13	11.60

Disappointment with product purchases based on influencer recommendations shows 11.60% agree that they have been disappointed with a product purchased based on an influencer's recommendation, 9.80% strongly agree with being disappointed by such purchases, 43.80% are neutral, neither agreeing nor disagreeing about their disappointment with products purchased based on influencer recommendations, 23.20% disagree that they were disappointed with products bought following influencer recommendations, 11.60% strongly disagree that they were disappointed with these purchases. 43.80% are neutral regarding their disappointment with products recommended by influencers. This suggests that while influencer recommendations can sometimes fall short, leading to potential disappointment, many people may find that product experiences vary.

**Table 15: Purchase based on influencer's recommendation**

Particulars	Frequency	Percentage
Yes	50	44.60%
No	62	55.40%

Purchase based on influencer's recommendation show 44.60% of customers make purchases based on influencer recommendations and 55.40% of customers do not make purchases based on influencer recommendations.

**Table 17: Trust in Products or Services Recommended by Influencers**

Particulars	Frequency	Percentage
Very likely	7	6.30
Somewhat likely	28	25.00
Neutral	69	61.60
Somewhat unlikely	4	3.60
Very unlikely	4	3.60

Trust in products or services recommended by influencers shows that 6.30% of customers are very likely to trust a product or service recommended by an influencer, 25.00% of customers are somewhat likely to trust such recommendations, 61.60% of customers are neutral about trusting products or services recommended by influencers, 3.60% of customers are somewhat unlikely to trust these recommendations, 3.60% of customers are very unlikely to trust influencer recommendations. The majority of customers (61.60%) are neutral regarding their trust in products or services recommended by influencers. This neutrality suggests a cautious or reserved approach towards influencer endorsements. While some customers may trust influencers due to a perceived connection, trust issues can arise if the promoted products have negative impacts or transparency concerns.

## CONCLUSION

The majority of respondents are young adults aged 16 to 25 (75.90%) and predominantly female (55.5%). Most spend less than 3 hours daily on social media, reflecting moderate engagement. Instagram is the most preferred platform (55.40%), indicating a strong inclination towards visual and interactive content. Conversely, Facebook and WhatsApp are less favoured, highlighting a shift towards more dynamic and visually engaging platforms. While most respondents (57.1%) do not feel misled by influencers, there is a notable level of skepticism, with 32.1% unsure and 10.7% feeling misled. This underscores the need for influencers to uphold transparency and credibility. A majority follow influencers, indicating that influencer endorsements play a significant role in purchasing decisions. However, consumers need to critically evaluate these endorsements to avoid potential misinformation. The tendency to rarely purchase cosmetics online (39.3%) suggests that customers prefer in-person shopping to test products before buying. Nonetheless, online reviews are crucial, with 47.3% of respondents always reading them before making a purchase. This emphasizes the importance of reliable reviews in guiding consumer choices, especially when physical testing is not an option. Ratings

are highly influential, with 44.6% of customers placing extreme importance on them. This highlights the essential role of ratings in assessing product quality and making informed decisions. Accurate and trustworthy rating systems are therefore critical. Video content is preferred by 47.3% of respondents, making it an effective medium for engaging and delivering information. Influencer marketing generally has a positive impact on consumer behaviour, with 37.5% recognizing its benefits. However, 59.8% of respondents remain neutral and a small percentage reports a negative impact, reflecting a varied perception of influencer marketing. While a substantial number of customers are neutral about trusting influencer recommendations (61.60%), many (44.60%) still base their purchases on these endorsements. Influencer marketing is seen as helpful in discovering new products, with 38.40% agreeing, though 43.80% are neutral about their experiences with products recommended by influencers. In summary, while influencer marketing and social media play significant roles in consumer behaviour, there is a clear preference for platforms that offer engaging content and a critical approach towards endorsements. Ratings and reviews are pivotal in decision-making, and transparency and credibility remain essential for maintaining consumer trust.

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